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Media, Festival,
Farmers'/Flea Market, and
Grocery Store Interventions
Lead to Improved Fruit and
Vegetable Consumption for
California Latinos



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TABLE OF CONTENTS

Acl	knowledgements	i
Lis	st of Tables	iii
Lis	st of Figures	v
Exe	ecutive Summary	vi
CH	HAPTER	
1.	INTRODUCTION	
	Health Status of Latino Adults	1
	Purpose of the Study	2
2.	METHODS	
	Sample Size Determination	3
	Sample Recruitment	3
	Data Collection	4
	Baseline and Follow-up Surveys	4
	Social Marketing Interventions	8
	Data Analysis .	9
3.	RESULTS	
	General Overview	12
	Section 1: Demographic Characteristics of the Study Participants	12
	Section 2: Exposure to the Social Marketing Interventions	14
	Section 3: Psychological Measures	18
	Section 4: Consumption Measures	29
	Section 5: Relationships between Campaign Exposure and Psychosocial and Consumption Measures	32
	Section 6: General Results	40
4.	DISCUSSION, LIMITATIONS, RECOMMENDATIONS, AND OPPORTUNITIES	45
5.	REFERENCES	49
LIS	ST OF TABLES	
	Table 1: Zip code listings	3
	Table 2: Demographic characteristics of the study participants	
	Table 3: Changes in participants' mean reported campaign exposure	14



TABLE OF CONTENTS

Table 4:	Percentage of participants in the intervention community who reported exposure to the media interventions	15
Table 5:	Percentage of participants in the comparison community who reported exposure to the media interventions	16
Table 6:	Percentage of participants who reported visiting a promotional booth and the 5 a Day booth at a festival	17
Table 7:	Percentage of participants who reported visiting a promotional booth and the 5 a Day booth at a farmers'/flea market and percentage of participants who reported seeing 5 a Day POS signs at a grocery store	18
Table 8:	Changes between baseline and follow-up in awareness, knowledge, and attitudes among participants in the intervention community	21
Table 9:	Changes between baseline and follow-up in awareness, knowledge, and attitudes among participants in the comparison community	22
Table 10:	Changes between baseline and follow-up in beliefs, self-efficacy, and intention among participants in the intervention community	24
Table 11:	Changes between baseline and follow-up in beliefs, self-efficacy, and intention among participants in the comparison community	25
Table 12:	Percentage of participants in each stage of change at baseline and follow-up	28
Table 13:	Changes in fruit and vegetable consumption	29
Table 14:	Correlations between participants' exposure to the interventions and changes in psychosocial measures	34
Table 15:	Correlations between campaign exposure and changes in fruit and vegetable consumption	37
Table 16:	Correlations between participants' changes in psychosocial measures and changes in fruit and vegetable consumption	38
Table 17:	Reasons why the participants eat fruits and vegetables	40
Table 18:	Reasons why the participants do not eat more fruits and vegetables	41
Table 19:	Places where the participants purchase fruits and vegetables	42
Table 20:	Reasons for purchasing fruits and vegetables at selected markets	43
Table 21:	Baseline and follow-up self-reported height and weight by gender, language use, and community	44

TABLE OF CONTENTS

LIST OF FIGU	URES
Figure 1:	Changes in participants' perceptions of how easy it is to prepare snacks with fruits and vegetables
Figure 2:	Changes in participants' beliefs that what they eat or drink will affect their chances of getting cancer
Figure 3:	Changes in participants' beliefs that eating fruits and vegetables will help reduce their risk of being overweight
Figure 4:	Differences in vegetable consumption by community and language use30
Figure 5.	Differences in fruit and vegetable consumption by community and language use
APPENDICES	3
Appendix A.	Baseline telephone survey: English
Appendix B.	Baseline telephone survey: Spanish
Appendix C.	Storyboard for television advertisement
	Scripts for radio advertisements
	Flight schedule for radio and television advertisements
Appendix D.	Pictures of mobile billboard
Appendix E.	Pitch letter in English (June)
	Pitch letter in Spanish (June)
	Pitch letter in English (August)
	Pitch letter in Spanish (August)
	Stations that aired the interviews (June-July)
	Stations that aired the interviews (August-September)
Appendix F.	List of festivals
	List of materials and promotional items
	Festival pictures
Appendix G.	List of farmers'/flea markets
	List of materials and promotional items
	Farmers'/flea market pictures
Appendix H.	List of grocery stores
	Pictures of POS materials



EXECUTIVE SUMMARY

From June through September 2000, the *California Latino 5 a Day Campaign* evaluated the cumulative effect of its mass media and community-based social marketing interventions on the fruit and vegetable intake and related psychosocial determinants of Latino adults, aged 18 to 65 years. For the sample of this quasi-experimental study, 969 Latino adults were recruited through a random digit dialing telephone method. Six hundred and seventy-five participants completed both the baseline and follow-up telephone surveys. Participants residing in Fresno, California were exposed to the social marketing interventions for four months. The interventions, which targeted predominately Spanish-speaking Latinos, included bilingual television, radio, and outdoor advertisements; media interviews that featured information from *Latino 5 a Day* spokespeople; festival and farmers'/flea market activities; and grocery store merchandising and promotions. Participants residing in Riverside/San Bernardino, California did not receive the interventions. Telephone interviews were conducted in the two communities before (May 2000) and after (October 2000) the intervention period to measure changes in fruit and vegetable intake and related psychosocial determinants, including knowledge, attitudes, beliefs, self-efficacy, and intentions regarding fruit and vegetable consumption.

The findings indicated that participants in the intervention community experienced significantly greater exposure to the media and community interventions than those in the comparison community. Spanish-speaking participants in the intervention community reported a significantly greater increase in fruit and vegetable consumption (+1.63 servings) than did Spanish speakers in the comparison community (+1.00 servings). In contrast, English-speaking participants in the comparison community reported a greater increase in fruit and vegetable consumption (+1.80 servings) than did English speakers in the intervention community (+0.44 servings). This result may likely be attributable to other English-language nutrition education campaigns that were operating in the comparison community at the time of the study.

Positive associations were observed between exposure to the interventions and both fruit and vegetable consumption and the psychosocial measures. The findings showed that there was a positive and significant correlation between exposure to the interventions and fruit consumption (r = .14, p < .05) among those in the intervention community. Similarly, there was a marginally significant association between exposure to the interventions and total fruit and vegetable consumption (r = .10, p < .07). There were also positive and significant correlations between exposure to the interventions and awareness of the 5 a Day message (r = .26, p < .01), desire to eat more fruits and vegetables (r = .13, p < .05), feelings about eating 5 a Day (r = .23, p < .01), thoughts about eating more servings of fruits and vegetables (r = .24, p < .01), and intentions to eat 5 a Day (r = .27, p < .01).

The findings suggest that the *California Latino 5 a Day Campaign* achieved substantial success. The media, festival, farmers'/flea market, and grocery store interventions reached the target audience. Consumption of fruits and vegetables increased significantly among Spanish-speaking Latinos in the intervention community. Exposure to the interventions was also positively associated with psychosocial and fruit and vegetable consumption outcome measures. This

study demonstrates that social marketing campaigns must be designed to appeal to the cultural needs, norms, and lifestyles of the Latino audience. To achieve the best possible results, the intervention approaches must reach Latinos in their homes, where they shop, where they eat, where they gather with other community members, and where

they celebrate their cultural heritage.

INTRODUCTION

Health Status of Latino Adults

Latinos make up 32 percent of the California population and are a rapidly growing demographic group in the state and the nation.¹ In fact, by the year 2025, the Latino population is expected to increase to 43 percent in California. Numerous factors affect the health status of this population. Compared to non-Hispanic whites, Latinos have lower income levels, higher poverty rates, larger families, less health insurance coverage, lower education levels, and are considerably younger.²⁻³ Almost half (45 percent) of Latino adults are classified as overweight and more than 25 percent are obese.⁴ Excess weight contributes to heart disease, cancer, stroke, and diabetes, which are four of the top five leading causes of death among Latinos in California.⁵ The chronic diseases that affect this population can be reduced by healthful eating, which includes a diet rich in fruits and vegetables, and other lifestyle modifications.⁶

In 1997, a considerable drop in fruit and vegetable consumption was reported among California Latinos.⁷ Sixty-five percent of Latino adults were not eating the recommended 5 or more servings of fruits and vegetables a day.⁷ To empower Latinos to increase their daily consumption of fruits and vegetables and ultimately reduce their risks of chronic diseases,

the California Department of Health Services developed the *California Latino 5 a Day Campaign*. In 1999, the *California Latino 5 a Day Campaign* pilot tested various media and community-based approaches to improve fruit and vegetable consumption; and, in 2000, the National Cancer Institute and Centers for Disease Control and Prevention awarded a grant to formally evaluate the program.



INTRODUCTION

Purpose of the Study

From June through September 2000, the *California Latino 5 a Day Campaign* evaluated the cumulative effect of its mass media and community-based social marketing interventions on the fruit and vegetable intake and related psychosocial determinants of Latino adults, aged 18 to 65 years. For the sample of this quasi-experimental study, 969 Latino adults were recruited through a random digit dialing telephone method. Six hundred and seventy-five participants completed both the baseline and follow-up telephone surveys. Participants residing in Fresno, California were exposed to the social marketing interventions for four months. The interventions included Spanish- and English-language television, radio, and outdoor advertisements; media interviews that featured information from *Latino 5 a Day* spokespeople; festival and farmers'/flea market activities; and grocery store merchandising and promotions. Participants residing in Riverside/San Bernardino, California did not receive the interventions. Telephone interviews were conducted in the two communities before (May 2000) and after (October 2000) the intervention period to measure changes in fruit and vegetable intake and related psychosocial determinants, including knowledge, attitudes, beliefs, self-efficacy, and intention regarding fruit and vegetable consumption.



Sample Size Determination

Selected values and assumptions were used to estimate the sample size for a study with 80 percent power and Type I error = .05. The objectives of the study were to detect a statistical difference in fruit and vegetable consumption of 0.5 servings and a 10-percentage-point difference in related psychosocial determinants. The standard deviation used in the power analysis was 2.75. The Time₁-Time₂ auto-correlation for the same subject at baseline and follow-up was 0.6. The required sample size to meet the power requirement and account for a 20 percent loss to follow-up was 944. Thus, quotas were set for 472 completed surveys from both the intervention (Fresno) and comparison (Riverside and San Bernardino) communities.

Sample Recruitment

As shown in Table 1, participants were selected from six zip codes in Fresno County, four zip codes in Riverside County, and four zip codes in San Bernardino County. Participants were recruited from a random sampling of listed telephone numbers that were purchased from Marketing Systems Group (MSG) in Fort Washington, Pennsylvania. To increase the possibility of recruiting Latino participants, a phone number was selected only if the corresponding name was on a designated list of common Latino surnames. Of the 9,651 telephone numbers that were purchased, 4,254 were from Fresno County, 3,089 were from Riverside County, and 2,308 were from San Bernardino County.

Table 1. Zip code listings.

	Area	
Fresno	Riverside	San Bernardino
93662, 93638, 93701, 93704,	92503, 92504, 92507, 92509	92401, 92408, 92410, 92411
93721, 93727		

Of the 9,651 telephone numbers, a random sample of 6,971 (72.2%) was dialed. Of these, 3,203 (45.9%) were from Fresno County and 3,768 (54.1%) were from Riverside and San Bernardino Counties. Of the 6,971 telephone numbers that were dialed, 3,195 (45.8%) were unusable (i.e., they were fax/beeper/modem, disconnected, nonworking, or business numbers, or they were connected to residences with no eligible participants). In addition, FSC was unable to determine the eligibility of 2,264 households (i.e., no potential participants were contacted). Of the remaining 1,512 households, 969 completed interviews and 543 did not complete interviews (i.e., potential participants refused to complete the interview). Each household was attempted up to nine times, with at least one attempt occurring on each of the weekend days and once during a weekday. Two refusal-conversion attempts were made for each participant. Of the 969 participants who completed the baseline survey, 477 (49.2%) were from the intervention community and 492 (50.8%) were from the comparison community. The majority of the interviews were conducted in Spanish, with 698 (72.0%) interviews conducted in Spanish and 271 (28.0%) interviews conducted in English.



Data Collection

Baseline data collection. Baseline data collection took place from May 4, 2000 to June 2, 2000. Telephone recruitment/surveys were conducted using FSC's Computer Assisted Telephone Interviewing (CATI) facility by interviewers trained jointly by FSC, the Principal Investigator, and *California Latino 5 a Day Campaign* staff. Interviews were conducted on weekdays between 3:00 P.M. and 9:00 P.M., on Saturdays between 10:00 A.M. and 6:00 P.M., and on Sundays between 12:30 P.M. and 9:00 P.M. Callback appointments were scheduled during these hours.

An eligible participant was selected randomly from among the 18- to 65-year-old members of a household. If a participant was found, the interviewer explained briefly the nature of the project and then asked the participant if he/she would be willing to participate in the baseline and follow-up interviews, the first to be conducted immediately and the second to be conducted four months later. Participants were told they would receive small gifts if they completed both interviews, assured of confidentiality, and told that they were under no obligation to complete either interview. If the participant agreed to the conditions of the interview, the interviewer asked him/her in which language (Spanish or English) he/she would prefer to be interviewed, and then the interviewer conducted the interview.

Follow-up data collection. FSC interviewers attempted to contact each of the 969 initial participants between October 1, 2000 and November 17, 2000, at the end of the four-month intervention period. Of the original 969 participants, 675 were contacted and completed the second interview. Of these, 338 (50.0%) were from the intervention community and 337 (50.0%) were from the comparison community. FSC located usable contact information for 69 participants who had changed their phone numbers but had not moved from the study communities during the intervention period. Of the 294 participants with whom FSC was unable to complete second interviews, 28 were refusals and 266 could not be contacted (i.e., participants were never available or the phone numbers were nonworking or disconnected). Overall, 69.7% of the participants completed both interviews. Each participant who completed both interviews was subsequently mailed a free 5 a Day incentive package, which contained the California Latino 5 a Day Campaign cookbook, apron, key chain, and tote bag.

Baseline and Follow-up Telephone Surveys

The Principal Investigator, FSC staff, and a research associate with the Cancer Prevention and Nutrition Section's Research and Evaluation Unit worked collaboratively to develop the baseline and follow-up telephone surveys that were used to measure changes in fruit and vegetable intake, related psychosocial determinants, and other variables described below. The fruit and vegetable intake measures and many of the psychosocial determinant measures were taken from the California Department of Health Services' biennial California Dietary Practices Survey of Adults.⁷ The surveys were reviewed and revised by a panel of four public health academicians at Loma

Linda University before they were put into the field. Once completed, the surveys were translated into Spanish and back translated by FSC to ensure the accuracy of the instrument. The surveys were then pretested with 25 participants from the target audience using FSC's CATI system. The results of the pretest indicated that the surveys did not require additional changes.

During the baseline and follow-up interviews, interviewers asked the participants about their intake of fruits and vegetables during the previous day, their language preference, their awareness of the 5 a Day message and the California 5 a Day Campaign, their knowledge, attitudes, beliefs, self-efficacy, and intention about eating fruits and vegetables (e.g., psychosocial measures), and their exposure to the California Latino 5 a Day Campaign's social marketing interventions.

Fruit and vegetable intake. A 24-hour recall method was used to measure fruit and vegetable intake. The interviewers asked the participants which fruits and vegetables they had eaten during each meal (i.e., breakfast, lunch, dinner, and snacks) on the previous day. The participants were asked first to name the fruits, vegetables, salad, and fruit/vegetable juices they had consumed, and then to state the number of servings of each item they had consumed.^a If the participants had eaten salad, they were asked if there was lettuce or any other greens in the salad and to list the two main ingredients other than lettuce. Fruit and vegetable juices that were not 100 percent juice were excluded from the analysis. In addition to the 24-hour recall method, participants were asked to cite how many servings of fruits and vegetables they eat, on average, each day.

Primary language. The participants' primary language was gauged using a subscale of a Hispanic acculturation measure. This 5-item scale (1 = only Spanish, 5 = only English) measured the language the participants used when reading and speaking, when speaking at home, while thinking, when speaking with friends, and when they were children. The measure was given during both the baseline and follow-up interviews. The correlation between the responses at the baseline and follow-up interviews was extremely high (r = .97 after attenuating for unreliability). The measure demonstrated high levels of reliability (α = .95) and correlated highly with the language in which participants chose to complete the interview (r = .84, p< .001),

suggesting that the scale was a good indicator of actual language use. The average score was 2.05, showing that Spanish was used more heavily in the sample than English. The scale from the baseline was used in subsequent analyses. A median split was done on the data to create two groups, one that primarily used Spanish and one that primarily used English. Even though the second group will be referred to as "English speakers," participants in this group still used Spanish to a moderate degree (average response among this group was 3.41).



Psychosocial measures. The participants' awareness of the 5 a Day message and the California 5 a Day Campaign was assessed by three questions: "Have you heard of any recommendations on the total number of servings of fruits and vegetables you should eat every day for good health?" (yes or no); "Have you heard of the California 5 a Day Campaign?" (yes or no); and "Have you heard of the California Healthy Citizens Program?" (yes or no). The final question assessed the willingness of the participants to report exposure to a fictitious health campaign and acted as a marker of acquiescence bias.

The participants' knowledge of the recommendation for daily fruit and vegetable consumption was assessed by the question, "What is the recommended number of fruit and vegetable servings you should eat every day for good health?"

The participants' attitudes about eating fruits and vegetables were assessed by the following four questions: "How easy is it for you to prepare meals with fruits and vegetables?" (1 = very easy, 4 = very difficult); "How easy is it for you to prepare snacks with fruits and vegetables?" (1 = very easy, 4 = very difficult); "When you think of eating 5 or more servings of fruits and vegetables a day during the next four months, how do you feel?" (1 = very positive, 4 = very negative); and "How much do you want to eat more fruits and vegetables?" (1 = very much, 4 = not at all).

The participants' beliefs about eating fruits and vegetables were assessed by the following five questions: "How many total servings of fruits and vegetables do you think you should eat every day for good health?;" "What you eat or drink doesn't make much difference in your chances of getting cancer." (1 = strongly agree, 4 = strongly disagree); "Eating fruits and

vegetables will help reduce your risk of getting cancer." (1 = strongly agree, 4 = strongly disagree); "Eating fruits and vegetables will help reduce your risk of getting heart disease." (1 = strongly agree, 4 = strongly disagree); and "Eating fruits and vegetables will help reduce your risk of being overweight." (1 = strongly agree, 4 = strongly disagree).

The participants' self-efficacy in eating fruits and vegetables was assessed by the following two questions: "Can you overcome those things that prevent you from eating more fruits and vegetables?" (yes or no) and "Do you feel you can eat more fruits and vegetables if you choose to?" (yes or no).

The participants' intentions to eat more fruits and vegetables were assessed by the following three questions: "Are you seriously thinking about eating more servings of fruits and vegetables starting sometime in the next six months?" (yes or no); "Are you planning to eat more servings of fruits and vegetables during the next month?" (yes or no); and "Do you intend to eat 5 or more servings of fruits and vegetables a day during the next four months?" (yes or no).

A final scale was used to determine the participants' willingness to change their fruit and vegetable consumption. The participants were classified into one of five categories, ranging from "not needing change" to "needing but not considering change." Participants who had been eating 5 or more daily servings of fruits and vegetables for longer than six months were classified as "maintainers;" participants who had been eating 5 or more daily servings of fruits and vegetables for six months or less were classified as "actors;" participants who had been eating fewer than 5 daily servings of fruits and vegetables, were thinking seriously about eating more servings of fruits and vegetables in the following six months, and were planning to eat more servings of fruits and vegetables in the following month were classified as "preparers;" participants who had been eating fewer than 5 daily servings of fruits and vegetables and were thinking seriously about eating more servings of fruits and vegetables in the following six months, but not planning to eat more servings of fruits and vegetables in the following month were classified as "contemplators;" and, finally, participants who had been eating fewer than 5 daily servings of fruits and vegetables, were not thinking seriously of eating more servings of fruits and vegetables in the next six months, and were not planning to eat more servings of fruits and vegetables in the following month were classified as "precontemplators."9

Exposure measures. The participants' exposure to the *California Latino 5 a Day Campaign*'s social marketing interventions was divided into two major categories. The first category was named *media exposure* and consisted of seven questions that assessed the participants' exposure to the 5 a Day media campaign. These questions assessed the participants' exposure to a person on the news talking about 5 a Day (one question), a person on a cooking program talking about 5 a Day (one question), the 5 a Day radio advertisement (one question), a person on a radio program talking about 5 a Day (one question), newspaper or magazine articles about 5 a Day (one question), and the 5 a Day mobile billboard (one question). Two final questions assessed the participants' exposure to the 5 a Day television advertisement. Because both of these questions assessed the participants' exposure to the same commercial, it was decided that participants who responded affirmatively to either or both of the questions would be coded as having viewed the advertisement (i.e., participants could only report being exposed to the television advertisement once).

The second category was named *community exposure* and consisted of ten questions that assessed the participants' exposure to the 5 a Day booths at festivals and farmers'/flea markets (two questions), interaction with the booths (three questions), acquisition of information from the booths (two questions), use of the information they received from the booths (two questions), and exposure to point-of-sale (POS) materials at supermarkets and neighborhood grocery stores (one question). These questions were placed within the *community exposure* category, because they assessed direct interaction with local 5 a Day representatives and/or measured exposure in places where the participants might purchase fruits and vegetables.



The English baseline telephone survey is shown in Appendix A, and the Spanish baseline telephone survey is shown in Appendix B. The English and Spanish follow-up telephone surveys, which reflect the same questions as the baseline surveys, are available upon request. The baseline and follow-up data structures and frequencies are also available upon request.

Social Marketing Interventions

The California Latino 5 a Day Campaign's social marketing interventions included mass media and community-based approaches. During the intervention period, television and radio advertisements promoting the 5 a Day message were aired on seven top-rated Spanish-language stations (one television and six radio) and one top-rated Latino-targeted English-language radio station, all in the Fresno media market (see Appendix C for the television advertisement storyboard, scripts for the radio advertisements, and the flight schedule for the radio and television advertisements). The television advertisement resulted in 5,800,000 impressions, and the radio advertisements produced 13,922,261 impressions. To complement the advertisements, a Spanishand English-language 5 a Day mobile billboard operated eight hours per day, five days per week throughout the course of the study (see Appendix D for a picture of the mobile billboard). The mobile billboard was parked at festivals, farmers'/flea markets, supermarkets, and neighborhood grocery stores where 5 a Day interventions were conducted, and it was driven throughout selected neighborhoods in the intervention community to expose the target audience to the 5 a Day message outside of their homes. The mass media intervention also included two media tours that were conducted in the Fresno media market. During the tours, bilingual Latino 5 a Day spokespeople conducted 22 interviews in June and July and 17 interviews in August and September with Spanish-language and, to a lesser extent, Latino-targeted English-language television, radio, and print media. The interviews resulted in 412,250 impressions. The purpose of the tours was to share the health benefits of eating fruits and vegetables and show Latino adults how they and their families can easily consume 5 or more servings of fruits and vegetables each day (see Appendix E for the pitch letters that were used for each tour and the stations that aired the interviews).

The *California Latino 5 a Day Campaign* reached Latino adults with the *5 a Day* message through direct, community-level outreach at large Latino festivals, farmers'/flea markets, as well as supermarkets and neighborhood grocery stores. Bilingual *Latino 5 a Day* community health leaders set up and operated *5 a Day* booths at six Latino festivals in the intervention community. Five community health leaders conducted the fruit and vegetable prize-wheel game at each festival event, talked to Latino festival participants about how they can easily incorporate 5 or more servings of fruits and vegetables into their daily diets, and distributed nutrition education materials and promotional items in *5 a Day* goodie bags to more than 18,000 festival participants with a potential reach of 54,000 Latinos^b (see Appendix F for the list of festivals, a list of materials that were contained in the goodie bags and promotional items that were offered as special prizes, and

festival pictures). Bilingual Latino 5 a Day community health leaders also set up and operated 5 a Day booths at 17 farmers'/flea market events. Four community health leaders conducted food demonstrations at each farmers'/flea market event, distributed samples of the recipes they prepared from the California Latino 5 a Day Campaign's cookbook, entitled Healthy Latino Recipes Made with Love, and disseminated nutrition education materials and promotional items in 5 a Day goodie bags to more than 17,000 farmers'/flea market participants with a potential reach of 51,000 Latinos (see Appendix G for the list of farmers'/flea markets, a list of materials that were contained in the goodie bags and promotional items that were offered as special prizes, and farmers'/flea market pictures). Lastly, 5 a Day POS materials were placed in 61 supermarkets and neighborhood grocery stores in the intervention community (see Appendix H for the list of stores that participated in the intervention and pictures of the POS materials). On-site retail promotions were also conducted at 11 of the 61 supermarkets and neighborhood grocery stores. These events were planned, conducted, and promoted in partnership with the radio stations that aired the 5 a Day advertisements. During the events, radio DJs broadcast live from the stores to encourage Latinos to join the event, and several Latino 5 a Day community health leaders conducted the fruit and vegetable prize-wheel game and distributed nutrition education materials and promotional items in 5 a Day goodie bags to more than 2,200 customers, with a potential reach of 6,600 Latinos.

Data Analysis

Four types of statistical analysis were used on the data. Presented in the first section of the results, chi-square analyses and t-tests were used to test for differences in the distribution of participants among different demographic (i.e., income level) groups. Presented in the second section of the results, differences between baseline and follow-up survey measures were tested using two techniques. First, for variables for which a normal distribution could be assumed, paired-sample t-tests were used to look at differences between the baseline and follow-up measures. For variables measured dichotomously, the McNemar test was used. The McNemar test is a nonparametric test for two unrelated dichotomous variables. It uses the chi-square distribution to test for differences between variables and is considered useful for detecting changes in responses that are due to an experimental intervention. While both the t-test and the McNemar test reveal significant differences between the baseline and follow-up

measures, there are limitations to assessing changes in participants' scores. Specifically, these analytical techniques do not account for initial differences between the intervention and comparison communities. The presence of these initial differences limits the tests'

abilities to uncover significant changes in the follow-up assessment. For example, if, on average, the intervention community consumed 4.5 servings of fruits and vegetables a day and the comparison community consumed 3.5 servings of fruits and vegetables a day, there is more room for change in the comparison community than in the intervention community, a fact that limits the chances of detecting a significant effect. Further, both the t-test and the McNemar test reveal population-level changes and do not account for how each individual in the sample changes. In order to address these issues, a third set of analyses was run using individual change scores, which were computed using a method described below, as dependent measures.

Determination of change scores. One might expect that participants would increase their intake of fruits and vegetables during the summer months as more fruits and vegetables come into season and become more readily available in the market. Accordingly, one could determine the expected seasonal increase in fruit and vegetable intake by simply subtracting baseline consumption from follow-up consumption. However, because it was projected that the participants who were exposed to the *California Latino 5 a Day Campaign* would increase their fruit and vegetable consumption beyond what would normally be expected, one must be able to assess how much individuals change beyond expectations. Change scores, which were used in the analyses presented in sections three and four, allow for such determinations to be rendered.

To determine change scores, we regressed participants' answers to the dependent measures at baseline onto their answers to the same measures at follow-up and saved residual scores (i.e., the remaining variance left to be explained). These residual scores represent the change in the responses of participants after controlling for individual differences in their initial answers. This technique, therefore, controls for possible population-level changes (e.g., changes in the seasonal availability of fruits and vegetables) that may increase consumption, but are not attributable to the intervention.

Results of these analyses are presented in standard deviations from expected levels of change. For example, if, during the intervention, more fruits and vegetables became available and increased availability caused a rise in consumption across the population, an individual's change score would represent how much he/she changed after accounting for how the entire population changed. It is possible that although a participant increased his/her consumption of fruits and vegetables, because the entire sample increased consumption by a greater degree, the participant received a negative change score.

These change scores were computed for each of the psychosocial and consumption measures. We then tested for differences in these measures using a 2 x 2 between-subjects design ANCOVA. In these analyses, primary language (Spanish or English) and community (intervention or comparison) were used as between-subjects factors. To control for differences in the psychosocial or consumption measures due to demographic variables, gender, income, age, and family size were used as covariates in each of these analyses. Results of these analyses are reported in terms of significance and effect size as measured by eta² (η^2). This measure of effect size (which is out of 1.0) can be interpreted as the percentage of variance explained in the dependent variable by the independent variable (e.g., an η^2 of .10 would mean that 10% of the variance in the dependent measure was accounted for by the independent measures, language, and area of participant). Effect sizes are a standardized measure allowing for direct comparison of different results. For example, an η^2 of .10 would be twice as large as an η^2 of .05. Cohen provided standards for interpreting the sizes of these effects.¹⁰ Based on psychological studies, an η^2 of .01 is considered a small effect, an η^2 of .06 is considered a medium effect, and an η^2 of .14 is considered a large effect.

Finally, presented in section five, Pearson correlations between campaign exposure, changes in psychosocial measures, and changes in consumption measures were computed for continuous variables. Spearman correlations were computed for dichotomous variables. In this section, effect sizes were measured in r^2 , a standardized measure similar to η^2 that can also be interpreted as the percentage of variance explained in the dependent variable by the independent variable.





General Overview

The results of the study are presented in six sections. The first section presents the general demographics of the sample; the second shows the extent to which the participants were exposed to the *California Latino 5 a Day Campaign's* social marketing interventions; the third presents changes in the psychosocial measures; the fourth shows changes in fruit and vegetable intake among the study participants; the fifth presents the relationships among the participants' exposure to the social marketing interventions, the psychosocial measures, and fruit and vegetable intake; and the final section shows general results that are not covered in the first five.

Section 1: Demographic Characteristics of the Study Participants

The demographic characteristics of participants in the intervention and comparison communities are shown in Table 2. The intervention and comparison communities did not differ significantly in the number of males and females [$\chi^2(1) = .64$, p n.s.], average age of the participants [t(673) = .56, p n.s.], or average size of households [t(673) = .44, p n.s.]. There were significant differences in the language in which participants chose to complete the interview $\chi^2(1) = 15.31$, p < .001]. A higher percentage of individuals chose to complete the interview in English in the intervention community relative to the comparison community. This difference was also found in the participants' language use as measured by the Hispanic acculturation scale. Participants in the intervention community reported using English more than participants in the comparison community [t(654) = 2.26, p < .05]. There was a significant difference in self-reported annual household income between the two communities [$\chi^2(1) = 16.35$, p < .05]. Overall, a higher percentage of participants in the intervention community reported annual incomes between \$10,001 and \$20,000 or over \$65,000. In the comparison community, a higher percentage of participants reported earning below \$10,000 or between \$20,001 and \$65,000 per year. Because of the way income was measured, statistical tests between the intervention and comparison communities for the specific income categories is not possible. Finally, there was no significant difference in the average number of fruit and vegetable servings consumed at baseline between the intervention and comparison communities, according to either the self-reported measure [t(635) = 1.42, p n.s.] or the 24-hour recall measure [t(673) = 1.31, p n.s.].

Table 2. Demographic characteristics of the study participants.

		Comn	nunity
		Intervention	Comparison
		(N = 338)	(N = 337)
		No. (%)	No. (%)
Gender			
	Males	112 (33.1%)	102 (30.3%)
	Females	226 (66.9%)	235 (69.7%)
Language of interview			
	English	118 (34.9%)	72 (21.4%)*
	Spanish	220 (65.1%)	265 (78.6%)*
Language dominance		2.2	2.0*
(1 = only Spanish, 5 = onl	ly English)		
Income level*			
	Less than \$10,000	64 (21.6%)	68 (23.9%)
	\$10,001 to \$15,000	67 (22.6%)	51 (18.0%)
	\$15,001 to \$20,000	53 (17.9%)	42 (14.8%)
	\$20,001 to \$25,000	28 (9.5%)	40 (14.1%)
	\$25,001 to \$35,000	33 (11.1%)	40 (14.1%)
	\$35,001 to \$50,000	20 (6.8%)	27 (9.5%)
	\$50,001 to \$65,000	9 (3.0%)	10 (3.5%)
	Over \$65,000	22 (7.4%)	6 (2.1%)
Average age		38 years	38 years
Average household size		4.5	4.4
Average number of fruit	and vegetable	4.4	4.1
servings at baseline			

Note. *p < .05.



Section 2: Exposure to the Social Marketing Interventions

The participants' exposure to the *California Latino 5 a Day Campaign's* media and community interventions was measured at baseline and follow-up in the intervention and comparison communities.

Total media and community exposure. As described in the "exposure measures" subsection of this report, a total of seven questions were used to assess the participants' exposure to the media interventions. Responses to the seven questions were scaled from 0 (no media exposure) to 7 (exposed to all media interventions). A total of 10 questions were used to assess the participants' exposure to the community interventions. Responses to the 10 questions were scaled from 0 (no community exposure) to 10 (exposed to all aspects of the community interventions). These 17 questions were combined to create a total exposure scale from 0 (no exposure to the interventions) to 17 (exposed to all aspects of the interventions). On average, participants in the intervention community were exposed to 2.90 out of 7 media interventions and 0.92 out of 10 community interventions, with 84 percent of the participants exposed to at least one of the media interventions and 40 percent of the participants exposed to at least one of the community interventions during the four-month campaign. As shown in Table 3, there were significant increases in reported exposure among Spanish speakers in the intervention community across the media [t(187) = 4.09,p < .001], community [t(187) = 4.33, p < .001], and total exposure measures [t(187) = 5.55, p < .001]. There were also significant increases among English speakers in the intervention community across the media [t(138) = 3.46, p < .01] and total exposure measures [t(138) = 3.19,p < .01]. There were not significant increases in the comparison community.

Table 3. Changes in participants' mean reported campaign exposure.

	Intervention Com	nmunity (N = 338)
	Spanish Speakers	English Speakers
	Change (Base, Follow, N)	Change (Base, Follow, N)
Media exposure ^a	+0.59* (2.81, 3.40, 187)	+0.46* (1.96, 2.42, 138)
Community exposure b	+0.63* (0.59, 1.22, 187)	+0.13 (0.40, 0.53, 138)
Total exposure ^c	+1.23* (3.40, 4.63, 187)	+0.58* (2.36, 2.94, 138)
	Comparison Com	munity (N = 337)
Media exposure ^a	+0.15 (2.49, 2.64, 215)	+0.23 (2.06, 2.29, 114)
Community exposure ^b	-0.06 (0.44, 0.38, 215)	+0.01 (0.65, 0.66, 114)
Total exposure ^c	+0.08 (2.93, 3.01, 215)	+0.24 (2.71, 2.95, 114)

Notes. ^a Numbers in parentheses are based on a scale from 0 (no media exposure) to 7 (exposed to all media interventions). ^b Numbers in parentheses are based on a scale from 0 (no community exposure) to 10 (exposed to all aspects of the community interventions). ^c Numbers in parentheses are based on a scale from 0 (no exposure to the interventions) to 17 (exposed to all aspects of the interventions). *p <.05.

Media exposure. Tables 4 and 5 show the participants' reported exposure to the media campaign in the intervention and comparison communities, respectively. In the intervention community (Table 4), significantly more participants reported exposure to the television advertisement $[\chi^2(1) = 31.00, p < .001 - a 14\%$ increase], with significant increases reported by both Spanish-and English-speaking participants. There was also a significant increase in reported exposure to a person on the news talking about $5 a Day [\chi^2(1) = 38.24, p < .05 - a 9\%$ increase], with a significant increase reported by the Spanish speakers but not the English speakers. There was a significant increase in reported exposure to the radio advertisement $[\chi^2(1) = 42.72, p < .05 - a 6\%$ increase]. Similar but insignificant increases were found for both Spanish and English speakers. Finally, there were significant increases in the number of Spanish and English speakers who reported seeing the 5 a Day mobile billboard $[\chi^2(1) = 9.90, p < .001 - a 13\%$ increase].

Table 4. Percentage of participants in the intervention community who reported exposure to the media interventions.

	Spanish Speakers	English Speakers	Total
Type of Exposure	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)
TV advertisement	+18%* (38%, 56%, 188)	+13%* (11%, 24%, 139)	+14%* (27%, 41%, 328)
Person on news program	+9%* (57%, 66%, 185)	+7% (42%, 49%, 129)	+9%* (51%, 60%, 315)
Person on cooking program	+3% (53%, 56%, 186)	+1% (46%, 47%, 134)	+2% (51%, 53%, 320)
Radio advertisement	+7% (43%, 50%, 181)	+7% (21%, 28%, 135)	+6%* (34%, 40%, 317)
Person on radio program	+2% (34%, 36%, 184)	+2% (12%, 14%, 134)	+3% (24%, 27%, 318)
Newspaper/magazine	+6% (40%, 46%, 183)	-5% (52%, 47%, 135)	+2% (45%, 47%, 318)
Mobile billboard	+8%* (22%, 30%, 183)	+20%* (19%, 39%, 126)	+13%* (21%, 34%, 309)

Notes. Sample sizes varied between analyses due to missing data. Total N = Spanish speakers + English speakers + others not classified by language dominance. *p < .05.

Using the 2000 Census data for population estimates of Latino adults in Fresno County (214,927), these changes represent an increase of 30,090 individuals exposed to the television advertisement, 19,343 individuals exposed to a person on a news program talking about 5 a Day, 12,896 individuals exposed to the radio advertisements, and 27,940 individuals exposed to the mobile billboard advertisement in the intervention community.



In contrast to the findings in the intervention community, there were two significant increases in reported media exposure among the participants in the comparison community as shown in Table 5. Specifically, there was a significant increase in the number of Spanish-speaking participants who reported exposure to the television advertisement $[\chi^2(1) = 21.39, p < .01 - an 11\%$ increase]. There was also a greater number of participants who reported exposure to a person on a cooking program talking about 5 a Day at the end of the intervention as compared with baseline $[\chi^2(1) = 35.00, p < .05 - an 8\%$ increase]. Although similar increases were observed between both the Spanish and English speakers, neither increase was significant due to small sample sizes.

Table 5. Percentage of participants in the comparison community who reported exposure to the media interventions.

	Spanish Speakers	English Speakers	Total
Type of Exposure	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)
TV advertisement	+11%* (29%, 40%, 215)	-3% (21%, 18%, 114)	+6% (26%, 32%, 337)
Person on news program	-8% (53%, 45%, 206)	+11% (40%, 51%, 100)	-1% (48%, 47%, 317)
Person on cooking program	+7% (44%, 51%, 206)	+7% (40%, 47%, 111)	+8%* (42%, 50%, 318)
Radio advertisement	-1% (35%, 34%, 212)	+1% (23%, 24%, 110)	0% (31%, 31%, 323)
Person on radio program	+1% (26%, 27%, 211)	-3% (15%, 12%, 110)	0% (22%, 22%, 322)
Newspaper/magazine	-1% (43%, 42%, 213)	-2% (52%, 50%, 111)	0% (45%, 45%, 325)
Mobile billboard	+2% (24%, 26%, 209)	+10% (19%, 29%, 111)	+4% (23%, 27%, 321)

Notes. Sample sizes varied between analyses due to missing data. Total N = Spanish speakers + English speakers + others not classified by language dominance. *<math>p < .05.

Community exposure. As described in the "exposure measures" subsection of this report, a total of 10 questions were used to assess the participants' exposure to the community interventions. These exposures were divided into festival, farmers'/flea market, and grocery store interventions.

Festival exposure. Table 6 shows the percentage of participants who reported visiting a promotional booth and the *5 a Day* booth at festivals.

Although there were no significant differences, likely due to small sample sizes, there were large percentage increases (over 20%) in Spanish-speaking participants reporting that they visited promotional booths and *5 a Day* booths at festivals.

Table 6. Percentage of participants who reported visiting a promotional booth and the *5 a Day* booth at a festival.

		Intervention Community	
	Spanish Speakers	English Speakers	Total
	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)
Visited a promotional booth	+23% (32%, 55%, 30)	-12% (48%, 36%, 45)	+6% (39%, 45%, 75)
Visited the 5 a Day booth	+24% (24%, 48%, 31)	-6% (20%, 14%, 42)	+9% (21%, 30%, 73)
		Comparison Community	
	Spanish Speakers	English Speakers	Total
	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)
Visited a promotional booth	0% (43%, 43%, 23)	+10% (49%, 59%, 33)	+5% (46%, 51%, 56)
Visited the 5 a Day booth	+1% (22%, 23%, 22)	0% (12%, 12%, 31)	-1% (18%, 17%, 53)

Note. Sample sizes varied in each analysis due to missing data.

Farmers'/flea market and grocery store exposure. Table 7 shows the percentage of participants who reported visiting a promotional booth and the 5 a Day booth at farmers'/flea markets and the percentage of participants who reported seeing 5 a Day POS signs at grocery stores. Of those who attended a farmers'/flea market in the intervention community, there was a significant increase in the number of participants who reported visiting the 5 a Day booth $[\chi^2(1) = 5.21, p < .01 - a 10\%$ increase]. The increase was shown for the Spanish-speaking participants but not for their English-speaking counterparts. There was not a significant change in the number of participants in the comparison community who reported visiting the 5 a Day booth at farmers'/flea markets.

There was a significant increase in the number of participants who reported seeing 5 a Day POS signs at grocery stores [$\chi^2(1) = 42.34$, p < .001 - a 12% increase]. There were significant increases among both Spanish and English speakers. In contrast, there was not a significant change noted in the comparison community.

Using the 2000 Census data for population estimates of Latino adults in Fresno County (214,927), these changes represent an increase of 21,493 individuals who visited a 5 a Day booth at a farmers'/flea market and 25,791 individuals exposed to 5 a Day signs at a grocery store.



Table 7. Percentage of participants who reported visiting a promotional booth and the 5 a Day booth at a farmers'/flea market and percentage of participants who reported seeing 5 a Day POS signs at a grocery store.

		Intervention Community	
	Spanish Speakers	English Speakers	Total
	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)
Visited a			
promotional booth	+3% (16%, 19%, 111)	0% (10%, 10%, 70)	+3% (13%, 16%, 181)
Visited the			
5 a Day booth	+15%* (9%, 24%, 110)	0% (3%, 3%, 67)	+10%* (6%, 16%, 177)
Saw 5 a Day POS			
signs at a grocery store	+11%* (23%, 34%, 181)	+14%* (18%, 32%, 135)	+12%* (21%, 33%, 317)
	Comparison Community		
		Comparison Community	
	Spanish Speakers	Comparison Community English Speakers	Total
	Spanish Speakers Change (Base, Follow, N)		Total Change (Base, Follow, N)
Visited a		English Speakers	
Visited a promotional booth		English Speakers	
	Change (Base, Follow, N)	English Speakers Change (Base, Follow, N)	Change (Base, Follow, N)
promotional booth	Change (Base, Follow, N)	English Speakers Change (Base, Follow, N)	Change (Base, Follow, N)
promotional booth Visited the	Change (Base, Follow, N) +1% (13%, 14%, 98)	English Speakers Change (Base, Follow, N) +7% (6%, 13%, 64)	Change (Base, Follow, N) +3% (10%, 13%, 162)

Notes. Sample sizes varied in each analysis due to missing data. Total N = Spanish speakers + English speakers + others not classified by language dominance. *<math>p < .05.

Section 3: Psychosocial Measures

The results of the psychosocial measures taken at baseline and follow-up in the intervention and comparison communities are presented in this section in six different parts that address the participants': awareness of the 5 a Day message and the California 5 a Day Campaign; knowledge of the recommendation for daily fruit and vegetable consumption; attitudes and beliefs about eating fruits and vegetables; self-efficacy in eating fruits and vegetables; and intention to eat more fruits and vegetables and eat 5 or more servings of fruits and vegetables a day. As described in section two, questions that were measured with a dichotomous scale were tested using the McNemar test, and questions that were measured with a continuous scale were tested using a paired-sample t-test.

Awareness of the *5 a Day* message and the *California 5 a Day Campaign*. As shown in Tables 8 and 9, there were no significant changes in awareness of the *5 a Day* message among the participants in the intervention and comparison communities. There was, however, a significant increase in the number of participants in the intervention community (Table 8) who reported awareness of the *California 5 a Day Campaign* [$\chi^2(1) = 21.89$, p < .001 - a 33% increase], with significant increases noted among both Spanish and English speakers. There was also a significant

increase in the number of participants who reported awareness of the California Healthy Citizens Program [$\chi^2(1) = 18.07$, p < .01 - a 10% increase], with a significant increase noted among Spanish speakers but not English speakers. As shown in Table 9, the participants in the comparison community also experienced a significant increase in awareness of the *California 5 a Day Campaign* during the study period [$\chi^2(1) = 36.28$, p < .001 - a 14% increase]. Significant increases were observed in both Spanish and English speakers.

We also tested for an interaction using the ANCOVA. Change scores were computed for the awareness measures and then differences in these measures using a 2 x 2 between-subjects design ANCOVA were tested. Primary language (Spanish or English) and community (intervention or comparison) were used as between-subjects factors. To control for differences in the psychosocial or consumption measures due to demographic variables, gender, income, age, and family size were used as covariates in each of these analyses. None of the ANCOVA analyses for the awareness measures were significant.

Knowledge of the recommendation for daily fruit and vegetable consumption. Tables 8 and 9 show that there were no significant changes in the participants' knowledge of the number of fruit and vegetable servings recommended by the campaign in either the intervention or comparison community. The ANCOVA analysis was also not significant on this measure.

Attitudes about eating fruits and vegetables. As shown in Table 8, the participants in the intervention community reported that it was significantly harder to prepare

snacks with fruits and vegetables at the end of the intervention relative to baseline [t(320) = 2.65, p < .01]. A significant difference was found among the Spanish-speaking participants but not the

English-speaking participants. The reader should note that the participants reported at the follow-up assessment that preparing snacks with fruits and vegetables was still easy to very easy [M=1.66]. Because the lowest possible answer was 1 (very easy), it was unlikely that participants would have reported that it was easier to prepare snacks with fruits and vegetables; thus, this result may be due to a floor effect.





Participants in the comparison community (Table 9) felt significantly more positive about eating fruits and vegetables at the end of the study relative to baseline [t(299) = 2.32, p < .05]. A significant difference was found among Spanish-speaking participants but not English-speaking participants on this measure. Also, Spanish-speaking participants reported at the end of the study that it was significantly easier to prepare meals with fruits and vegetables relative to baseline.

There was one significant effect in the ANCOVA analysis. As shown in Figure 1, Spanish-speaking participants in the intervention community found it significantly more difficult to prepare snacks with fruits and vegetables at follow-up relative to baseline [$M_{\Delta \text{ in ease of preparing snacks with fruits and vegetables}}$ (intervention community) = -.306]. In contrast, Spanish speakers in the comparison community [$M_{\Delta \text{ in ease of preparing snacks with fruits and vegetables}}$ (comparison community) = .153] and English speakers in both the intervention [$M_{\Delta \text{ in ease of preparing snacks with fruits and vegetables (intervention community)}}$ = .040] and comparison communities [$M_{\Delta \text{ in ease of preparing snacks with fruits and vegetables (comparison community)}}$ = .156] found it easier to prepare snacks with fruits and vegetables at follow-up relative to baseline [$F(1, 629) = 4.497, p < .05, \eta^2 = .007$]. Simple effects comparisons showed that the difference in the change in attitudes between the intervention and comparison communities was significant among Spanish speakers, but was not significant among English speakers [$F(1, 386) = 20.26, p < .001, \eta^2 = .050$].



Table 8. Changes between baseline and follow-up in awareness, knowledge, and attitudes among participants in the intervention community.

	Spanish Speakers	English Speakers	Total
	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)
Awareness			
5 a Day message	+7% (54%, 61%, 179)	-2% (58%, 56%, 127)	+3% (57%, 60%, 309)
California 5 a Day			
Campaign	+38%* (14%, 52%, 182)	+26% * (18%, 44%, 134)	+33%* (16%, 49%, 318)
California Healthy Citizens Program	+17%* (19%, 36%, 180)	+3% (10%, 13%, 131)	+10%* (16%, 26%, 312)
Knowledge			
Number of recommended servings of fruits and vegetables	+0.42 (4.29, 4.71, 33)	-0.47 (5.08, 4.61, 36)	+0.16 (4.58, 4.74, 69)
Attitudes			
Ease of preparing meals with fruits and vegetables ^a	-0.01 (1.56, 1.55, 179)	+0.04 (1.48, 1.52, 138)	+0.02 (1.52, 1.54, 320)
Ease of preparing snacks with fruits and vegetables ^a	+0.18* (1.60, 1.78, 183)	+0.08 (1.41, 1.49, 135)	+0.15* (1.51, 1.66, 321)
Feelings about eating 5 or more servings of fruits and vegetables ^b	-0.02 (1.61, 1.59, 175)	-0.03 (1.81, 1.78, 129)	-0.01 (1.69, 1.68, 306)
Desire to eat more fruits and vegetables ^c	+0.07 (1.83, 1.90, 184)	-0.06 (1.81, 1.75, 134)	+0.01 (1.84, 1.85, 319)

Notes. Sample sizes differed in each analysis due to missing data. Total N = Spanish speakers + English speakers + others not classified by language dominance. ^a 1 = very easy, 4 = very difficult. ^b 1 = very positive, 4 = very negative. ^c 1 = very much, 4 = not at all. *p < .05.

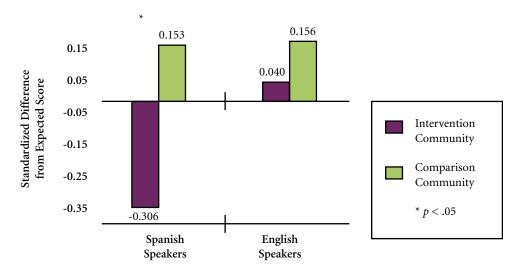


Table 9. Changes between baseline and follow-up in awareness, knowledge, and attitudes among participants in the comparison community.

	Spanish Speakers	English Speakers	Total
	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)
Awareness			
5 a Day message	+1% (47%, 48%, 203)	+2% (52%, 54%, 97)	+2% (48%, 50%, 305)
California 5 a Day Campaign	+12%* (6%, 18%, 209)	+18%* (13%, 31%, 110)	+14%* (8%, 22%, 320)
California Healthy Citizens Program	+4% (16%, 20%, 206)	+3% (11%, 14%, 112)	+4% (14%, 18%, 319)
Knowledge			
Number of recommended servings of fruits and vegetables	+0.25 (4.86, 5.11, 36)	-0.61 (4.83, 4.22, 18)	+0.48 (4.25, 4.73, 55)
Attitudes			
Ease of preparing meals with fruits and vegetables ^a	-0.14* (1.51, 1.37, 206)	+0.06 (1.41, 1.47, 107)	-0.06 (1.48, 1.42, 316)
Ease of preparing snacks with fruits and vegetables ^a	-0.11 (1.55, .44, 205)	-0.03 (1.45, 1.42,110)	-0.09 (1.52, 1.43, 319)
Feelings about eating 5 or more servings of fruits and vegetables ^b	-0.12* (1.72, 1.60, 187)	-0.08 (1.70, 1.62, 110)	-0.10* (1.71, 1.61, 300)
Desire to eat more fruits and vegetables ^c	-0.02 (1.80, 1.78, 211)	-0.02 (1.83, 1.81, 112)	-0.02 (1.82, 1.80, 326)

Notes. Sample sizes differed in each analysis due to missing data. Total N = Spanish speakers + English speakers + others not classified by language dominance. ^a 1 = very easy, 4 = very difficult. ^b 1 = very positive, 4 = very negative. ^c 1 = very much, 4 = not at all. *p < .05.

Figure 1. Changes in participants' perceptions of how easy it is to prepare snacks with fruits and vegetables.



Beliefs about eating fruits and vegetables. Tables 10 and 11 show the participants' beliefs about eating fruits and vegetables. In the intervention community, the participants felt that eating fruits and vegetables had less of an effect in reducing their risk of heart disease [t(306) = 3.27, p < .01] and being overweight [t(313) = 2.92, p < .01] at follow-up relative to baseline. Significant differences were found among the Spanish-speaking participants but not the English-speaking participants.

In the comparison community, there was a significant increase in the number of fruit and vegetable servings the participants felt they should consume for good health [t(268) = 4.30, p < .01]. There was also a significant increase in the participants' belief that what they ate/drank affected their chances of getting cancer [t(282) = 2.36, p < .05]. Significant differences were observed in the English-speaking participants on both measures, but were noted only for the number of fruit and vegetable servings necessary for good health among Spanish speakers.

Table 10. Changes between baseline and follow-up in beliefs, self-efficacy, and intention among participants in the intervention community.

	Spanish Speakers	English Speakers	Total
	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)
Beliefs			
Number of fruit and vegetable servings necessary for good		0.01 (4.20 4.27 4.20)	(125, 149, 261)
health	+0.42 (4.29, 4.71, 139)	-0.01 (4.28, 4.27, 120)	+0.24 (4.25, 4.49, 261)
Does what you eat/ drink affect chances of getting of cancer? ^a	+0.02 (2.23, 2.25, 141)	+0.05 (2.67, 2.72, 123)	+0.03 (2.44, 2.47, 264)
Does consuming fruits	(2.23, 2.23, 111)	10.03 (2.07, 2.72, 123)	(2.11, 2.17, 201)
and vegetables reduce risk of cancer? b	+0.04 (1.65, 1.69, 172)	+0.02 (1.76, 1.74, 125)	+0.04 (1.68, 1.72, 298)
Does consuming fruits and vegetables reduce risk of heart disease? ^b	+0.15* (1.54, 1.69, 177)	+0.12 (1.56, 1.68, 129)	+0.13* (1.55, 1.68, 307)
Does consuming fruits and vegetables reduce risk of being overweight? ^b	+0.20* (1.38, 1.58, 178)	+0.03 (1.56, 1.59, 135)	+0.14* (1.46, 1.60, 314)
Self-efficacy			
Can you overcome barriers that prevent you from eating more fruits and vegetables?	+5% (64%, 69%, 160)	+6% (76%, 82%, 115)	+6% (68%, 74%, 278)
Could you eat more fruits and vegetables if you chose to?	+2% (92%, 94%, 186)	+4% (94%, 98%, 135)	+3% (93%, 96%, 323)
Intention			
Seriously thinking about eating more fruits and vegetables	+3% (83%, 86%, 161)	+1% (74%, 75%, 118)	+2% (79%, 81%, 281)
Planning to eat more fruits and vegetables	0% (86%, 86%, 165)	-6% (80%, 74%, 126)	-2% (82%, 80%, 293)
Intending to eat 5 or more servings of fruits and vegetables	+3% (84%, 87%, 173)	-9% (78%, 69%, 132)	-2% (81%, 79%, 308)

Notes. Sample sizes varied in each analysis due to missing data. Total N = Spanish speakers + English speakers + others not classified by language dominance. $^{\rm a}$ 1 = strongly disagree, 4 = strongly agree. $^{\rm b}$ 1 = strongly agree, 4 = strongly disagree. $^{\rm *}p$ < .05.

Table 11. Changes between baseline and follow-up in beliefs, self-efficacy, and intention among participants in the comparison community.

	Spanish Speakers	English Speakers	Total	
	Change (Base, Follow, N)	Change (Base, Follow, N)	Change (Base, Follow, N)	
Beliefs				
Number of fruit and vegetable servings necessary for good				
health	+0.79* (4.15, 4.94, 168)	+0.64* (4.13, 4.77, 97)	+0.76* (4.09, 4.85, 269)	
Does what you eat/ drink affect chances of getting cancer? ^a	+0.01 (2.24, 2.25, 181)	+0.41* (2.53, 2.94, 101)	+0.16* (2.33, 2.49, 283)	
Does consuming fruits and vegetables reduce risk of cancer? b	+0.01 (1.64, 1.65, 194)	+0.01 (1.74, 1.75, 104)	+0.02 (1.68, 1.70, 299)	
Does consuming fruits and vegetables reduce risk of heart disease? b	-0.05 (1.61, 1.56, 207)	0.00 (1.56, 1.56, 105)	-0.02 (1.59, 1.57, 313)	
Does consuming fruits and vegetables reduce risk of being overweight? ^b	-0.04 (1.53, 1.49, 209)	+0.11 (1.52, 1.63, 110)	+0.02 (1.52, 1.54, 320)	
Self-efficacy				
Can you overcome barriers that prevent you from eating more fruits and vegetables?	+13% * (62%, 75%, 176)	-8% (85%,77%,106)	+4% (71%, 75%, 284)	
Could you eat more fruits and vegetables if you chose to?	+4% (89%, 93%, 209)	-1% (98%, 97%, 112)	+3% (92%, 95%, 323)	
Intention				
Seriously thinking about eating more fruits and vegetables	+5% (75%, 80%, 182)	+1% (75%, 76%, 94)	+4% (75%, 79%, 281)	
Planning to eat more fruits and vegetables	+5% (79%, 84%, 187)	+5% (76%, 81%, 95)	+4% (78%, 82%, 287)	
Intending to eat 5 or more servings of fruits and vegetables	+14% * (69%, 83%, 200)	-2% (74%, 72%, 102)	+8%* (71%, 79%, 304)	

Notes. Sample sizes varied in each analysis due to missing data. Total N = Spanish speakers + English speakers + others not classified by language dominance. a1 = strongly disagree, 4 = strongly agree. b1 = strongly agree, 4 = strongly disagree. *p < .05.

As shown in Figure 2, a significant effect was found in the ANCOVA analyses that pertained to the question of whether the participants believed that what they ate or drank affected their chances of getting cancer. Spanish speakers in both the intervention and comparison communities believed that what they ate or drank had more of an influence on their chances of getting cancer after the intervention relative to baseline $[M_{\Delta \text{ in beliefs about cancer prevention (intervention community)}} = .261; M_{\Delta \text{ in belief about}} = .269]$. English speakers in the intervention community had a small decrease in their belief that what they ate or drank would affect their chances of getting cancer $[M_{\Delta \text{ in beliefs about cancer prevention (intervention community)}} = -.202]$, while those in the comparison community had a larger decrease $[M_{\Delta \text{ in beliefs about cancer prevention (comparison community)}} = -.596]$ $[F(1,478) = 5.57, p < .05, \eta^2 = .012]$. Simple effects comparisons showed that the difference in the change in beliefs between the intervention and comparison communities was significant among English speakers, but was not significant among Spanish speakers $[F(1,222) = 4.30, p < .05, \eta^2 = .019]$.

Figure 2. Changes in participants' beliefs that what they eat or drink will affect their chances of getting cancer.

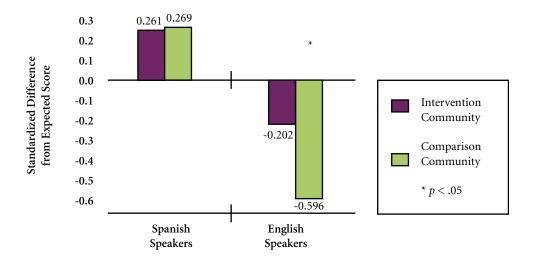
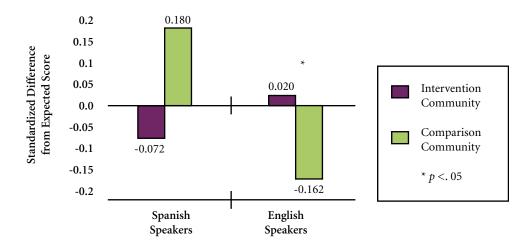


Figure 3 shows the ANCOVA results on participants' beliefs that eating fruits and vegetables would reduce their risk of being overweight. It was found that Spanish speakers in the intervention community had a small decrease in their belief that eating fruits and vegetables would reduce their risk of being overweight $[M_{\Delta \text{ in belief that fruits and vegetables will help reduce risk of being overweight (intervention community) = -.072]$, while those in the comparison community showed an increase $[M_{\Delta \text{ in belief that fruits and vegetables will help reduce risk of being overweight (comparison community)} = .180]$. English speakers in the intervention community had a small increase in their belief that eating fruits and vegetables would

reduce their risk of being overweight [$M_{\Delta \text{ in belief that fruits and vegetables will help reduce risk of being overweight}}$ = .020], while those in the comparison community showed a decrease [$M_{\Delta \text{ in belief that fruits and vegetables will help reduce risk of being overweight (comparison community)}} = -.162$] [F(1, 538) = 4.40, p < .05, $\eta^2 = .008$]. Simple effects comparisons showed that the difference in the change in beliefs between the intervention and comparison communities was significant among English speakers, but was not significant among Spanish speakers [F(1, 196) = 6.09, p < .05, $\eta^2 = .030$].

Figure 3. Changes in participants' beliefs that eating fruits and vegetables will help reduce their risk of being overweight.





Self-efficacy about eating fruits and vegetables. As shown in Tables 10 and 11, there were no significant differences in the intervention or comparison communities on the self-efficacy measures when the data were analyzed with the entire sample. There was, however, a significant change noted in the language subgroups. Spanish speakers in the comparison community were significantly more likely to feel that they could overcome those things that prevent them from eating more fruits and vegetables at the end of the study relative to baseline $[\chi^2(1) = 10.26, p < .05 - \text{an } 11\%$ increase]. The ANCOVA analysis, which tested for interactions on the self-efficacy measures by community and language use, was not significant.



Intention to eat fruits and vegetables. As shown in Tables 10 and 11, there were no significant differences on the intention measures in the intervention community. In the comparison community, however, significantly more participants intended to eat 5 or more servings of fruits and vegetables a day at follow-up relative to baseline $[\chi^2(1) = 34.52, p < .01 - an 8\%$ increase]. This increase was significant among Spanish speakers but not among English speakers. The ANCOVA analysis, which tested for changes in intention to eat 5 or more servings of fruits and vegetables a day by community and language use, was not significant.

Stages of change. Table 12 shows the percentage of participants in the intervention and comparison communities that fall within the different stages of change in eating more fruits and vegetables at baseline and follow-up. There were significant changes in the number of participants classified in the different categories among those in the intervention community $[\chi^2(16) = 52.37, p < .01]$ and those in the comparison community $[\chi^2(16) = 40.74, p < 01]$. In both communities, there were decreases in the numbers of precontemplators and preparers and increases in the number of maintainers and actors. There were few changes in the numbers of contemplators in either community. The reader should note that while increases and decreases were shown in the data, we were unable to note whether changes in each category between the intervention and comparison communities were statistically significant, due to measurement and analytical limitations.

Table 12. Percentage of participants in each stage of change at baseline and follow-up.

		Intervention Community	
	Spanish Speakers	English Speakers	Total
	Change (Base, Follow)	Change (Base, Follow)	Change (Base, Follow)
Precontemplators	-4.0% (15.0%, 11.0%)	+1.6% (19.5%, 21.1%)	-1.9% (17.0%, 15.1%)
Contemplators	0.0% (2.3%, 2.3%)	+1.6% (0.8%, 2.4%)	+0.4% (1.9%, 2.3%)
Preparers	-10.1% (65.9%, 55.8%)	-7.1% (65.6%, 58.5%)	-8.9% (65.6%, 56.7%)
Actors	+4.1% (2.9%, 7.0%)	+1.8% (2.3%, 4.1%)	+3.1% (2.6%, 5.7%)
Maintainers	+9.9% (13.9%, 23.8%)	+2.1% (11.7%, 13.8%)	+7.2% (12.9%, 20.1%)
		Comparison Community	
	Spanish Speakers	English Speakers	Total
	Change (Base, Follow)	Change (Base, Follow)	Change (Base, Follow)
Precontemplators	-5.6% (22.6%, 17.0%)	-2.9% (23.1%, 20.2%)	-4.5% (22.9%, 18.4%)
Contemplators	+1.3% (1.6%, 2.9%)	0% (3.8%, 3.8%)	+0.9% (2.3%, 3.2%)
Preparers	-8.5% (66.8%, 58.3%)	-8.6% (64.4%, 55.8%)	-8.6% (66.1%, 57.5%)
Actors	+4.2% (2.1%, 6.3%)	+3.9% (1.9%, 5.8%)	+4.0% (2.0%, 6.0%)
Maintainers	+8.7% (6.8%, 15.5%)	+7.7% (6.7%, 14.4%)	+8.3% (6.6%, 14.9%)

Section 4: Consumption Measures

This section shows the changes that occurred in fruit and vegetable consumption between baseline and follow-up in the intervention and comparison communities, respectively. The same set of analyses used to determine changes in the psychosocial measures were used to determine changes in consumption.

Table 13 shows the number of fruit and vegetable servings the participants reported consuming during the previous day at baseline and follow-up. In the intervention community, there was a significant increase in the number of vegetable servings [t(337) = 3.90, p < .01] and combined fruit and vegetable servings [t(337) = 3.97, p < .01] consumed at follow-up relative to baseline. In the comparison community, there was a significant increase in the number of fruit servings [t(336) = 2.40, p < .05], vegetable servings [t(336) = 2.51, p < .01], and combined fruit and vegetable servings [t(336) = 4.39, p < .01] consumed at follow-up relative to baseline. In the intervention community, Spanish speakers significantly increased their consumption of vegetables and total fruits and vegetables, but no significant effects were found among English speakers. In the comparison community, Spanish speakers significantly increased their consumption of fruits and total fruits and vegetables, while English speakers increased their consumption of vegetables and total fruits and vegetables.

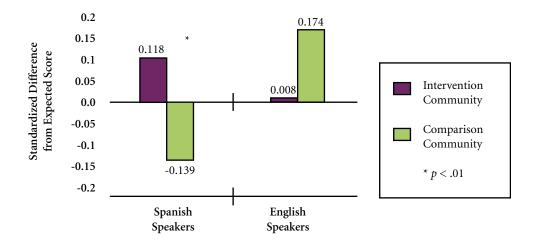
Table 13. Changes in fruit and vegetable consumption.

		Intervention Community	
	Spanish Speakers	English Speakers	Total
	Change (Base, Follow)	Change (Base, Follow)	Change (Base, Follow)
Fruits consumed	+0.37 (2.40, 2.77)	-0.11 (1.92, 1.81)	+0.13 (2.18, 2.31)
Vegetables consumed	+1.26* (2.01, 3.27)	+0.54 (2.45, 2.99)	+0.87* (2.20, 3.07)
Total consumption	+1.63* (4.41, 6.04)	+0.43 (4.37, 4.80)	+1.00* (4.38, 5.38)
		Comparison Community	
	Spanish Speakers	English Speakers	Total
	Change (Base, Follow)	Change (Base, Follow)	Change (Base, Follow)
Fruits consumed	+0.64* (1.92, 2.56)	+0.64 (1.73, 2.37)	+0.64* (1.83, 2.47)
Vegetables consumed	+0.36 (2.13, 2.49)	+1.16* (2.33, 3.49)	+0.60* (2.20, 2.80)
Total consumption	+1.00* (4.05, 5.05)	+1.80* (4.06, 5.86)	+1.24* (4.03, 5.27)

Note. *p < .05.

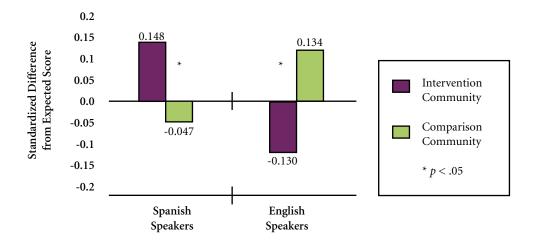
The ANCOVA analysis showed that there was not a significant interaction between community and language use in fruit consumption. In contrast, as shown in Figure 4, there was a significant interaction between community and language use in vegetable consumption $[F(1,652)=6.86, p<.01, \eta^2=.010]$. Spanish speakers in the intervention community had a greater increase in vegetable consumption $[M_{\Delta \text{ in vegetable consumption (intervention community)}}=.118]$ than those in the comparison community $[M_{\Delta \text{ in vegetable consumption (comparison community)}}=-.139]$. English speakers in the intervention community had an increase in vegetable consumption $[M_{\Delta \text{ in vegetable consumption (intervention community)}}=.008]$, whereas those in the comparison community had a larger increase $[M_{\Delta \text{ in vegetable consumption}}]$ (comparison community) = .174]. Simple effects comparisons showed that the difference in the change in vegetable consumption between the intervention and comparison communities was significant among Spanish speakers $[F(1, 336) = 7.63, p < .01, \eta^2 = .022]$, but was not significant among English speakers.

Figure 4. Differences in vegetable consumption by community and language use.



As shown in Figure 5, there was a significant interaction between community and language use in fruit and vegetable consumption $[F(1,652)=8.18,p<.05,\eta^2=.012]$. Spanish speakers in the intervention community had a greater increase in fruit and vegetable consumption $[M_{\Delta \text{ in fruit and vegetable consumption (intervention community)}}=.148]$ than those in the comparison community $[M_{\Delta \text{ in fruits and vegetable consumption (comparison community)}}=-.047]$. In contrast, English speakers in the intervention community had a smaller increase in fruit and vegetable consumption $[M_{\Delta \text{ in fruit and vegetable consumption (intervention community)}}=-.130]$ than English speakers in the comparison community $[M_{\Delta \text{ in fruit and vegetable consumption (comparison community)}}=.134]$. Simple effects comparisons showed that the difference in the change in fruit and vegetable consumption between the intervention and comparison communities was significant among Spanish speakers $[F(1,401)=3.97,p<.05,\eta^2=.010]$ and English speakers $[F(1,251)=4.18,p<.05,\eta^2=.016]$.

Figure 5. Differences in fruit and vegetable consumption by community and language use.







Section 5: Relationships between Campaign Exposure and Psychosocial and Consumption Measures

This section shows the relationships between exposure to the *California Latino 5 a Day Campaign* interventions, psychosocial measures, and fruit and vegetable consumption measures. Correlations were computed between each of the three types of measures to answer the following three questions: First, how did exposure to the media and community interventions relate to changes in the psychosocial measures? Second, how did exposure to the media and community interventions relate to changes in fruit and vegetable consumption? Third, was there a relationship between changes in the psychosocial measures and changes in the fruit and vegetable consumption measures? In this section, correlations are displayed so that a positive correlation is in the direction of the predicted effect.

Relationships between campaign exposure and psychosocial measures. Table 14 shows the correlations between exposure to the interventions and changes in the participants' awareness, knowledge, attitudes, beliefs, self-efficacy, and intentions related to eating fruits and vegetables. There were significant and positive associations between changes in the participants' awareness of the 5 a Day message and exposure to the media intervention $[r(338) = .26, p < .01, r^2 = .067]$, community intervention $[r(338) = .17, p < .01, r^2 = .029]$, and total intervention [r(338) = .26, r(338) = .26]p < .01, $r^2 = .067$]. There were significant and positive relationships between changes in the participants' attitudes about how easy it was to prepare meals with fruits and vegetables and exposure to the media intervention $[r(320) = .11, p < .05, r^2 = .012]$ and total intervention $[r(320) = .13, p < .05, r^2 = .017]$. There were significant and positive relationships between changes in the participants' feelings about eating 5 or more servings of fruits or vegetables a day and exposure to the media intervention $[r(306) = .19, p < .01, r^2 = .036]$, community intervention $[r(306) = .21, p < .01, r^2 = .044]$, and total intervention $[r(306) = .23, p < .01, r^2 = .053]$. There were significant and positive associations between changes in the participants' attitudes about how much they wanted to eat more fruits and vegetables and exposure to the media intervention $[r(319) = .18, p < .01, r^2 = .032]$ and total intervention $[r(319) = .13, p < .05, r^2 = .017]$.

There was a significant and positive correlation between changes in the participants' beliefs about how many servings of fruits and vegetables they felt they should eat for good health and exposure to the media intervention $[r(261) = .12, p < .05, r^2 = .014]$. There were significant and positive associations between changes in the participants' beliefs that what they ate/drank affected their chances of getting cancer and exposure to the media intervention $[r(264) = .17, p < .01, r^2 = .029]$, community intervention $[r(264) = .18, p < .01, r^2 = .032]$, and total intervention $[r(264) = .21, p < .01, r^2 = .044]$. There was a significant and positive relationship between changes in the participants' beliefs that eating fruits and vegetables would help reduce their risk of heart disease and exposure to the media intervention $[r(307) = .11, p < .05, r^2 = .120]$.

There were significant and positive associations between changes in the participants' serious consideration of eating more servings of fruits and vegetables in the following six months and exposure to the media intervention $[r(281) = .26, p < .01, r^2 = .068]$, community intervention $[r(281) = .15, p < .05, r^2 = .022]$, and total intervention $[r(281) = .25, p < .01, r^2 = .062]$. There were significant and positive associations between changes in the participants' plans to eat more servings of fruits and vegetables in the following month and exposure to the media intervention $[r(293) = .24, p < .01, r^2 = .058]$, community intervention $[r(293) = .16, p < .01, r^2 = .026]$, and total intervention $[r(293) = .24, p < .01, r^2 = .058]$. There were significant and positive correlations between changes in the participants' intentions to eat 5 or more servings of fruits and vegetables a day and exposure to the media intervention $[r(308) = .25, p < .01, r^2 = .063]$, community intervention $[r(308) = .20, p < .05, r^2 = .040]$, and total intervention $[r(308) = .27, p < .01, r^2 = .073)$.

Table 14. Correlations between participants' exposure to the interventions and changes in psychosocial measures.

	Interv	vention Exposur	e Type
	Media	Community	Total
Awareness			
5 a Day message (N = 338)	.26**	.17**	.26**
Knowledge			
Number of recommended servings of fruits and vegetables $(N = 69)$	05	.08	.02
Attitudes			
Ease of preparing meals with fruits and vegetables ($N = 320$) ^a	.11*	.10	.13*
Ease of preparing snacks with fruits and vegetables ($N = 321$) ^a	.05	.06	.06
Feelings about eating 5 or more servings of fruits and vegetables (N = 306) $^{\rm b}$.19**	.21**	.23**
Desire to eat more fruits and vegetables (N = 319) °	.18**	.03	.13*
Beliefs			
Number of fruits and vegetables servings necessary for good health $(N = 261)$.12*	.02	.09
Does what you eat/drink affect chances of getting cancer? (N = 264) ^d	.17**	.18**	.21**
Does consuming fruits and vegetables reduce risk of cancer? $(N = 298)^{c}$.08	01	.04
Does consuming fruits and vegetables reduce risk of heart disease? (N = 307) c	.11*	.02	.09
Does consuming fruits and vegetables reduce risk of being overweight? $(N = 314)^c$	04	.00	02
Self-efficacy			
Can you overcome barriers that prevent you from eating more fruits and vegetables? $(N = 278)$.06	06	.01
Can you eat more fruits and vegetables if you choose to? $(N = 323)$.06	.03	.06
Intentions			
Seriously thinking about eating more fruits and vegetables $(N = 281)$.26**	.15*	.25**
Planning to eat more fruits and vegetables (N = 293)	.24**	.16**	.24**
Intending to eat 5 or more servings of fruits and vegetables $(N = 308)$.25**	.20**	.27**

Notes. Sample sizes varied in each analysis due to missing data. a 1 = very easy, 4 = very difficult. b 1 = very positive, 4 = very negative. c 1 = very much, 4 = not at all. d 1 = strongly disagree, 4 = strongly agree. e 1 = strongly agree, 4 = strongly disagree. $^*p < .05$. $^{**}p < .01$.

Relationship between campaign exposure and fruit and vegetable consumption. Table 15 shows the correlations between exposure to specific interventions of the *California Latino 5 a Day Campaign* and changes in fruit and vegetable consumption. There was a significant and positive correlation between exposure to the total *Campaign* and changes in fruit consumption $[r(338) = .14, p < .05, r^2 = .020]$ and a marginally significant correlation between exposure to the total *Campaign* and changes in total fruit and vegetable consumption $[r(338) = .10, p < .07, r^2 = .010]$. There was a positive correlation between exposure to the media interventions and changes in fruit consumption $[r(338) = .13, p < .05, r^2 = .017]$ and a marginally significant correlation to changes in total fruit and vegetable consumption $[r(338) = .10, p < .07, r^2 = .01]$. There was also a marginally significant correlation between exposure to the community interventions and changes in fruit consumption $[r(338) = .10, p < .07, r^2 = .010]$.

Exposure to a person talking on the television news about eating 5 servings of fruits and vegetables a day was significantly and positively related to changes in fruit consumption $[r(321) = .13, p < .05, r^2 = .017]$ and total fruit and vegetable consumption $[r(321) = .11, p < .05, r^2 = .012]$. Exposure to the 5 a Day radio advertisement was significantly and positively related to changes in fruit consumption $[r(325) = .13, p < .05, r^2 = .017]$. Exposure to a person talking on a radio program about eating 5 a Day was significantly and positively related to changes in fruit consumption $[r(324) = .16, p < .01, r^2 = .026]$ and total fruit and vegetable consumption $[r(324) = .12, p < .05, r^2 = .014]$. Exposure to newspaper or magazine articles about eating 5 a Day was also significantly and positively related to changes in vegetable consumption $[r(324) = .16, p < .01, r^2 = .026]$ and total fruit and vegetable consumption $[r(324) = .16, p < .01, r^2 = .026]$.

There were two significant correlations between exposure to the community interventions and changes in fruit and vegetable consumption. Participants who reported using the information they received at the 5 a Day booth while attending a local festival showed less of an increase in vegetable consumption $[r(28) = -.39, p < .05, r^2 = .152]$. In contrast, there was a significant and positive correlation between participants' exposure to 5 a Day POS in grocery stores and changes in fruit consumption $[r(321) = .16, p < .01, r^2 = .026]$.

One unexpected result dictated further analysis. Interestingly, it was found that participants who used the information they had received at the 5 a Day festival booth had less positive change in vegetable consumption than participants who did not use the information. These individuals already consumed well over 5 servings of fruits and vegetables a day at baseline ($M_{\rm baseline} = 5.76$), and although they increased their average consumption ($M_{\rm follow-up} = 6.27$ – an increase of .51 servings), this change was much smaller than would be expected. In general, the sample size for this analysis was small, and thus the findings should be interpreted with caution.



Relationships between changes in psychosocial measures and fruit and vegetable consumption.

Table 16 shows the relationships between changes in the participants' awareness, knowledge, attitudes, beliefs, self-efficacy, and intentions and changes in fruit and vegetable consumption. There were positive and significant correlations between changes in the participants' awareness of how many servings of fruits and vegetables they should eat each day for good health and changes in vegetable consumption $[r(307) = .12, p < .05, r^2 = .014]$ and total fruit and vegetable consumption $[r(307) = .14, p < .05, r^2 = .020]$. There was also a significant and positive association between changes in the participants' awareness of the *California 5 a Day Campaign* and changes in vegetable consumption $[r(318) = .12, p < .05, r^2 = .014]$.

There were significant and positive associations between changes in the participants' attitudes about how easy it was to prepare meals with fruits and vegetables and changes in vegetable consumption $[r(320) = .21, p < .01, r^2 = .044]$ and total fruit and vegetable consumption $[r(320) = .20, p < .01, r^2 = .040]$. There was a significant and positive correlation between changes in the participants' attitudes about how easy it was to prepare snacks with fruits and vegetables and changes in vegetable consumption $[r(321) = .11, p < .05, r^2 = .012]$. There was also a significant and positive association between changes in the participants' feelings about eating

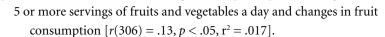


Table 15. Correlations between campaign exposure and changes in fruit and vegetable consumption.

	Fruits	Vegetables	Total
Total intervention exposure (N = 338)	.14*	.05	.10+
Exposure to the media interventions $(N = 338)$.13*	.05	.10+
Exposure to TV advertisement $(N = 338)$.06	.05	.07
Person on news program talking about $5 a Day (N = 321)$.13*	.07	.11*
Person on cooking program talking about 5 a Day ($N = 326$)	.07	05	02
Exposure to radio advertisement (N = 325)	.13*	01	.06
Person on radio program talking about 5 a Day ($N = 324$)	.16**	.04	.12*
Exposure to newspaper or magazine article about $5 a Day$ (N = 324)	.08	.16**	.16**
Exposure to mobile billboard (N = 319)	.00	.02	.01
Exposure to the community interventions $(N = 338)$.10+	.03	.06
Did you visit the 5 a Day booth at a festival? $(N = 128)$.11	.06	.04
Did you spin the fruit and vegetable prize wheel at the 5 a Day booth? $(N = 37)$	19	22	25
Did you receive a bag containing information about eating fruits and vegetables? ($N = 38$)	.14	.30	.27
Did you use the information you received at the festival? $(N = 28)$	16	39*	31
Did you visit the 5 a Day booth at the farmers' market, flea market, or swap meet? $(N = 223)$.11	01	.05
Did you see a food demonstration at the $5 a Day$ booth? (N = 35)	.14	13	05
Did you eat the food prepared at the 5 a Day booth? $(N = 35)$.01	11	16
Did you like the food you ate at the 5 a Day booth? $(N = 9)$.41	.21	.41
Did you get a bag containing information about eating fruits and vegetables? ($N = 35$)	.24	.24	.22
Did you use the information you received? $(N = 21)$	40	34	38
Did you see a 5 a Day sign at a grocery store? $(N = 321)$.16**	.04	.10

Notes. Sample sizes varied in each analysis due to missing data. +p < .07. *p < .05. **p < .01.

Table 16. Correlations between participants' changes in psychosocial measures and changes in fruit and vegetable consumption.

	Fruits	Vegetables	Total
Awareness			
5 <i>a Day</i> message (N = 307)	.10	.12*	.14*
California 5 a Day Campaign (N = 318)	01	.12*	.10
Knowledge			
Number of recommended servings of fruits and vegetables $(N = 69)$.12	17	.08
Attitudes			
Ease of preparing meals with fruits and vegetables ^a (N = 320)	.10	.21**	.20**
Ease of preparing snacks with fruits and vegetables ^a (N = 321)	.07	.11*	.10
Feelings about eating 5 or more servings of fruits and vegetables $^{\rm b}$ (N = 306)	.13*	.05	.10
Desire to eat more fruits and vegetables ^c (N = 319)	.02	04	.00
Beliefs			
Number of fruits and vegetables servings necessary for good health $(N = 261)$.22**	.28**	.31**
Does what you eat/drink affect chances of getting cancer? d (N = 264)	.16*	12	.05
Does consuming fruits and vegetables reduce risk of cancer? $^{\rm e}$ (N = 298)	.07	.06	.10
Does consuming fruits and vegetables reduce risk of heart disease? e (N = 307)	.05	.12*	.14*
Does consuming fruits and vegetables reduce risk of being overweight? $^{\circ}$ (N = 314)	.04	.10	.12*
Self-efficacy			
Can you overcome barriers that prevent you from eating more fruits and vegetables? ($N = 278$)	12*	02	07
Can you eat more fruits and vegetables if you choose to? $(N = 323)$	12*	14*	16**
Intentions			
Seriously thinking about eating more fruits and vegetables $(N = 281)$.12*	02	.04
Planning to eat more fruits and vegetables (N = 293)	.12*	05	.01
Intending to eat 5 or more servings of fruits and vegetables $(N = 308)$.15**	.04	.10

Notes. Sample sizes varied in each analysis due to missing data. a 1 = very easy, 4 = very difficult. b 1 = very positive, 4 = very negative. c 1 = very much, 4 = not at all. d 1 = strongly disagree, 4 = strongly agree. c 1 = strongly agree, 4 = strongly disagree. * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *

There were significant and positive associations between the participants' beliefs about how many servings of fruits and vegetables they felt they should eat for good health and changes in fruit consumption $[r(261) = .22, p < .01, r^2 = .048]$, vegetable consumption $[r(261) = .28, p < .01, r^2 = .078]$, and total fruit and vegetable consumption $[r(261) = .31, p < .01, r^2 = .096]$. There was a significant and positive relationship between the participants' beliefs that what they ate/drank affected their chances of getting cancer and changes in fruit consumption $[r(264) = .16, p < .05, r^2 = .026]$. There was a significant and positive correlation between changes in the participants' beliefs that eating fruits and vegetables would help reduce their risk of heart disease and changes in vegetable consumption $[r(307) = .12, p < .05, r^2 = .014]$ and total fruit and vegetable consumption $[r(307) = .14, p < .05, r^2 = .020]$. There was also a significant and positive association between changes in the participants' beliefs that eating fruits and vegetables would help reduce their risk of becoming overweight and changes in total fruit and vegetable consumption $[r(314) = .12, p < .05, r^2 = .014]$.

There was a significant and negative association between changes in the participants' beliefs that they can overcome those things that prevent them from eating more fruits and vegetables and changes in their fruit consumption $[r(278) = -.12, p < .05, r^2 = .014]$. There was also a significant and negative relationship between changes in the participants' beliefs that they can eat more fruits and vegetables if they choose to and changes in fruit consumption $[r(323) = -.12, p < .05, r^2 = .014]$, vegetable consumption $[r(323) = -.14, p < .05, r^2 = .020]$, and total fruit and vegetable consumption $[r(323) = -.16, p < .01, r^2 = .026]$.

There was a significant and positive correlation between changes in the participants' serious consideration of eating more servings of fruits and vegetables in the following six months and changes in fruit consumption $[r(281) = .12, p < .05, r^2 = .014]$. There was a significant and positive association between changes in the participants' plans to eat more servings of fruits and vegetables in the following month and changes in fruit consumption $[r(293) .12, p < .05, r^2 = .014]$. There was also a significant and positive relationship between changes in the participants' intentions to eat 5 or more servings of fruits and vegetables a day and changes in fruit consumption $[r(308) = .15, p < .01, r^2 = .022]$.





Section 6: General Results

This section describes the responses to those questions that were not used in the primary analyses. Table 17 shows the baseline and follow-up responses to the following questions: "What is the main reason you eat fruits and vegetables?" and "What is another reason you eat fruits and vegetables?" For the purpose of this report, the responses to these questions were combined. The most common responses to the question were "trying to eat healthier foods," "like the taste," "decrease the risk of disease," and "weight reduction or control." The responses "right thing to do," "availability," "lifestyle change," "set an example for my family," and "my children/family/friends want me to" were each given by less than 5 percent of the participants. These results were similar for both Spanish-speaking and English-speaking participants in both communities.

Table 17. Reasons why the participants eat fruits and vegetables.

	Base	eline	Follo	w-up
	Intervention	Comparison	Intervention	Comparison
Trying to eat healthier foods	181 (30.6%)	170 (29.1%)	303 (45.0%)	274 (43.1%)
Like the taste	143 (24.2%)	130 (22.3%)	137 (20.3%)	102 (16.1%)
Decreased risk of disease	69 (11.7%)	83 (14.2%)	51 (7.6%)	50 (7.9%)
Weight reduction or control	62 (10.5%)	69 (11.8%)	46 (7.0%)	75 (11.8%)
Right thing to do	21 (3.6%)	24 (4.1%)	13 (1.9%)	16 (2.5%)
Availability	26 (4.4%)	10 (1.7%)	22 (3.3%)	15 (2.4%)
Lifestyle change (moved, marriage, children)	11 (1.9%)	16 (2.7%)	7 (1.0%)	7 (1.1%)
Set an example for my family	4 (0.7%)	4 (0.7%)	7 (1.0%)	8 (1.3%)
My children/family/friends want me to	2 (0.3%)	4 (0.7%)	4 (0.6%)	3 (0.5%)
Other reasons	72 (12.2%)	74 (12.7%)	83 (12.3%)	85 (13.4%)

Note. Response frequencies rather than sample sizes are reported because two questions were combined.

Table 18 shows the baseline and follow-up responses to the following questions: "What is the main reason you don't eat more fruits and vegetables?" and "What is another reason you don't eat more fruits and vegetables?" The responses to these questions were combined. The most common responses to the questions were "I already eat enough," "too expensive," and "don't have them at home." The responses "family does not like fruits and vegetables," "too hard to prepare," "hard to get at work," "don't know how to prepare them," and "hard to get in stores" were each given by less than 7 percent of the participants. These results were similar for both Spanish-speaking and English-speaking participants in both communities.

Table 18. Reasons why the participants do not eat more fruits and vegetables.

	Base	eline	Follo	w-up
	Intervention	Comparison	Intervention	Comparison
I already eat enough	86 (21.7%)	74 (20.5%)	87 (18.0%)	99 (21.4%)
Too expensive	68 (17.1%)	49 (13.6%)	52 (10.7%)	45 (9.7%)
Don't have them at home	52 (13.1%)	42 (11.6%)	65 (13.4%)	57 (12.3%)
Family does not like fruits and vegetables	17 (4.3%)	24 (6.6%)	13 (2.7%)	16 (3.5%)
Too hard to prepare	14 (3.5%)	11 (3.0%)	11 (2.3%)	14 (3.0%)
Hard to get at work	9 (2.3%)	14 (3.9%)	16 (3.3%)	24 (5.2%)
Don't know how to prepare them	6 (1.5%)	8 (2.2%)	5 (1.0%)	4 (0.9%)
Hard to get in stores	8 (2.0%)	10 (2.8%)	13 (2.7%)	1 (0.2%)
Other reasons	137 (34.5%)	129 (35.7%)	222 (45.9%)	203 (43.8%)

Note. Response frequencies rather than sample sizes are reported because two questions were combined.

Table 19 shows the baseline and follow-up responses to the question "Where do you buy most of your fruits and vegetables?" The most common response was "supermarket/grocery store." No other response was given by more than 9 percent of the participants. Other responses included "mom-and-pop market," "flea market," "farmers' market," "fruit and vegetable stand," and "swap meet." These results were similar for both Spanish-speaking and English-speaking participants in both communities.

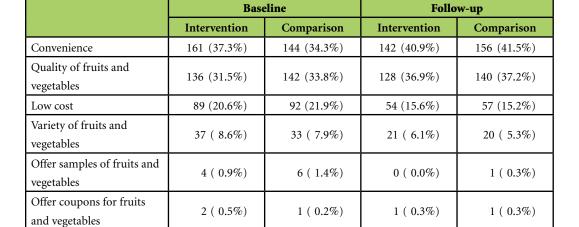
Table 19. Places where the participants purchase fruits and vegetables.

	Base	eline	Follo	w-up
	Intervention	Comparison	Intervention	Comparison
Supermarket/grocery store	273 (81.0%)	287 (86.2%)	278 (84.2%)	309 (94.2%)
Mom-and-pop market	11 (3.3%)	24 (7.2%)	3 (0.9%)	3 (0.9%)
Flea market	22 (6.5%)	3 (0.9%)	5 (1.5%)	1 (0.3%)
Farmers' market	12 (3.6%)	7 (2.1%)	29 (8.8%)	11 (3.4%)
Fruit and vegetable stand	8 (2.4%)	7 (2.1%)	3 (0.9%)	0 (0.0%)
Swap meet	7 (2.1%)	4 (1.2%)	1 (0.3%)	1 (0.3%)
Other	4 (1.1%)	1 (0.3%)	11 (3.3%)	3 (0.9%)



Table 20 shows the baseline and follow-up responses to the question "Why do you buy most of your fruits and vegetables at (response to where fruits and vegetables were purchased)." The most common responses were "convenience," "quality of fruits and vegetables," and "low cost." The responses "variety of fruits and vegetables," "offer samples of fruits and vegetables," "offer coupons for fruits and vegetables", and "have a courteous sales staff" were each given by less than 9 percent of the participants. These results were similar for both Spanish-speaking and English-speaking participants in both communities.

Five additional questions assessed whether the participants felt it was important to have information about eating fruits and vegetables on television and the radio, in newspapers or magazines, and at festivals and farmers'/flea markets. When we tested for differences using the McNemar test, there were no differences found between baseline and follow-up in the intervention and comparison communities for either Spanish speakers or English speakers on the questions regarding television, radio, newspapers or magazines, and festivals. In fact, for each of these questions, well over 90 percent of the participants reported that it was important to disseminate information about eating fruits and vegetables through each of these channels. There was, however, a significant increase for both communities in the participants' feelings that it is important to have information about eating fruits and vegetables at farmers'/flea markets [intervention $\chi^2(1) = 20.80$, p < .05 – baseline 87%, follow-up 92% – a 5% increase; comparison $\chi^2(1) = 23.32$, p < .05 – baseline 85%, follow-up 90% – a 5% increase]. A significant increase was noted for English speakers but not Spanish speakers in both communities.



2 (0.5%)

1 (0.3%)

1(0.3%)

Table 20. Reasons for purchasing fruits and vegetables at selected markets.

Note. Some participants cited more than one reason for purchasing fruits and vegetables at selected markets.

3 (0.7%)

Have a courteous sales staff



Finally, for reference purposes, the mean self-reported height (inches) and weight (pounds) by gender, language use, and community is shown in Table 21. There were no significant changes between baseline and follow-up for any of the groups.

Table 21. Baseline and follow-up self-reported height and weight by gender, language use, and community.

		Fem	ıales	
	Interv	ention	Comp	arison
	Spanish	English	Spanish	English
	Change	Change	Change	Change
	(Base, Follow)	(Base, Follow)	(Base, Follow)	(Base, Follow)
Height in inches	-2 (63, 61)	0 (63, 63)	-1 (63, 62)	-1 (64, 63)
Weight in pounds	0 (149, 149)	-3 (156, 153)	0 (152, 152)	+4 (149, 153)
		Ma	iles	
	Interv	ention	Comp	arison
	Spanish	English	Spanish	English
	Change	Change	Change	Change
	(Base, Follow)	(Base, Follow)	(Base, Follow)	(Base, Follow)
Height in inches	0 (65, 65)	0 (67, 67)	0 (67, 67)	0 (67, 67)
Weight in pounds	-1 (166, 165)	0 (182, 182)	-2 (176, 174)	+2 (171, 173)

Note. Sample sizes are not reported because they differed slightly from baseline to follow-up in most groups.

Discussion. The results of this study show the considerable success of the *California Latino 5 a Day Campaign*. First, the significant increase in reports of exposure to the campaign over the duration of the intervention shows that the target audience was successfully reached. Although the increases may appear small, we have shown that over the entire population of the intervention community a large number of residents were exposed to the *California Latino 5 a Day Campaign*. Similar increases were not found in the comparison community; thus, there is little chance that effects found in the intervention community can be accounted for by an acquiescence bias or the tendency for the participants to agree more often because they had heard the telephone survey questions before.

Second, there was a substantial increase in fruit and vegetable consumption among Spanish speakers in the intervention community and English speakers in the comparison community. This is impressive considering that the participants were already consuming more than 4 servings of fruits and vegetables a day in both the intervention and comparison communities, a fact that made upward change unlikely. In fact, at the end of the study, Spanish speakers in the intervention community reported consuming more than 6 servings of fruits and vegetables a day. These results show that the campaign far exceeded the initial 5 a Day goal. To our knowledge, no other social marketing campaigns designed to increase fruit and vegetable consumption have reached this level of success. Similar increases were seen among English-speaking participants in the comparison community. This result may be attributable to other English-language nutrition education programs that were operating in the comparison community at the time of the study.

Third, the results show mostly positive correlations between reported exposure to the *California Latino 5 a Day Campaign* interventions, psychosocial measures, and fruit and vegetable consumption. The findings suggest that increases in exposure related to positive changes in the participants' awareness, attitudes, beliefs, and intentions related to 5 a Day. Increases in exposure to the *Campaign* also were related to positive changes in fruit and vegetable consumption. Further, the participants' awareness, attitudes, beliefs, and intentions positively predicted increases in fruit and vegetable consumption. These results suggest that the *California Latino 5 a Day Campaign* successfully changed psychological attitudes and consumption behavior. Researchers and directors often base social marketing campaigns on the assumption that their interventions will change participants' exposure to the campaign, psychological attitudes about changing behavior, and actual behavior. However, showing changes in all three of these measures and relating changes in one measure to another (i.e., showing that campaign exposure relates to changes in attitudes and behavior) is rare; validation of all three links in the same study is, to our knowledge, unprecedented.





Limitations. There are two limitations to this study. First, because of the quasi-experimental design of the study, causal claims cannot be made. Because the participants were not randomly assigned to the intervention or comparison community, it is not possible to determine the equality of the samples. Second, because of the nature of the assessment, there were small samples for several analyses. For example, a small percentage of the sample reported attending a Latino festival and visiting the 5 a Day booth at a festival during the intervention period. Although the significant results from these measures were mostly in the predicted direction (i.e., participants reported increased exposure to the community interventions, and exposure to the community interventions related to increases in fruit consumption), the small sample size no doubt handicapped our ability to find significant effects. Despite the small sample sizes, the positive results are heartening and suggest that a more in-depth study of individuals who attend these festivals is needed.

Finally, the answers for many of the psychosocial measures were limited in their variance, which creates the possibility of ceiling or floor effects. For example, well over 90 percent of the sample felt during the baseline assessment that they could eat more fruits and vegetables if they wanted to, limiting our ability to find significant results. This is one possible reason for the negative correlation observed between changes in the participants' beliefs that they can eat more fruits and vegetables if they choose to and changes in fruit and vegetable consumption. Further, individuals who received information bags from the 5 a Day booth ate well over 5 servings of fruits and vegetables at the baseline assessment. Initiating upward consumption change in fruits and vegetables in these participants may be markedly more difficult than initiating change in participants who eat fewer fruits and vegetables each day. Smaller gains in fruit and vegetable consumption, when participants begin at a high level of consumption, may show the success of the *Campaign* rather than its limitations. Future interventions should assess initial levels of fruit and vegetable consumption to a greater degree, allowing for an investigation of how interventions may differentially target individuals who consume different levels of fruits and vegetables.

Recommendations and opportunities. As the reader might have anticipated, we believe that the success of the *California Latino 5 a Day Campaign* has significant implications for the design of future social marketing programs. First and foremost, we believe that social marketing campaigns must take into account the cultural and local conditions of the target audience. Culture creates unique opportunities for and challenges to designing social marketing campaigns. On the positive side, a focused intervention, which recruits local support and capitalizes on existing cultural structures, can initiate large amounts of change in a short amount of time with relatively few costs. We determined that, to achieve the best possible results, the intervention approaches must reach Latinos in their homes, where they shop, where they eat, where they gather with other community members, and where they celebrate their cultural heritage.

We suggest a franchising approach to disseminating successful social marketing programs, such as that used in the *California Latino 5 a Day Campaign*. In this model, successful campaigns at the state level become owned and operated by lead organizations/agencies (i.e., county health departments and non-profit organizations) that are strategically located at the community level. As community lead agencies are recruited, they work in concert with the state-level campaign to address local cultural and political conditions, keeping the base model of the campaign and carefully making micro-modifications. The success of a campaign must be carefully assessed as new components are added or existing components subtracted to meet the needs of the local conditions. In addition, lead agencies must be granted sufficient funding to run a campaign and assess its success. These agencies must also receive non-financial (i.e., technical) support from the state-level organization. The goal of the state-level organization should be to empower the local agencies to eventually continue the campaign independently. This final

aspect plays heavily into the long-term sustainability of a campaign, which is necessary to generate permanent changes in health behaviors. Models such as the *California Latino 5 a Day Campaign* will only be successful if local lead agencies are successfully recruited and given the tools and resources necessary to sustain the campaign for extended periods.



The results of this study also suggest substantial opportunities for social marketing interventions targeted toward Latinos and other cultural groups. Certainly fruit and vegetable consumption is only one of many health behaviors that demand change. Lessons learned from the success of the *California Latino 5 a Day Campaign* could be translated into programs designed to change other health behaviors (e.g., increasing physical activity and increasing lowfat milk consumption).

The success of the *California Latino 5 a Day Campaign* should begin a process toward creating a national initiative that is designed to increase fruit and vegetable consumption among Latinos. In the United States, as in California, Latinos are the fastest-growing segment of the population. Careful interest should be taken to improve the overall health and well-being of this culturally rich and important group.

Historically, the success of social marketing campaigns has been decidedly mixed. For every success there has been a failure. The assessment of the *California Latino 5 a Day Campaign* suggests that when social marketing campaigns are designed with local cultural conditions in mind, they are likely to meet or surpass their goals of social change.



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Baseline Telephone Survey (English)

Hello, I'm _____ calling on behalf of the Public Health Institute and the California Department of Health Services located in Sacramento.

- 1. Proceed to the next question
- 2. No answer
- 3. Normal busy
- 4. Answering machine
- 5. Scheduled Callback
- 6. Non-working/Disconnected number
- 7. Business number
- 8. Fax/Computer/Beeper

INTRO2

We are not selling anything; we are doing a study of California Latino adults regarding their day-to-day nutrition and health practices. This information will be used to develop health and nutrition programs that may benefit the Latino community. The interview will only take about 15 minutes, and all the information contained in this study will be confidential. May I continue?

1. Yes

2. Refused to cooperate

(TERMINATE)

3. Not available now

(SKIP TO CALLBACK)

INTRO3

For this study we are interviewing Latino adults between the ages of 18 and 65 who speak either Spanish or English. Does this describe you?

1. Yes

(SKIP TO ADULTS)

2. No

WHOELSE

Is there someone else in the household who is a Latino adult between the ages of 18 and 65 who speaks either Spanish or English that I can talk to?

1. Yes, person coming to phone

(RETURN TO INTRO1)

2. No

(TERMINATE)

ADULTS

How many Latino adults between the ages of 18 and 65 who speak either Spanish or English live in this household?

ENTER NUMBER _____ (IF ADULTS=1 SKIP TO ONEADULT,

OTHERWISE SKIP TO MEN)

77. Don't know (SKIP TO KNOW)

99. Refused (TERMINATE)

KNOW

May I speak with someone who might know?

1. Yes, person coming to phone (GO BACK TO INTRO)

2. Person not available now (SKIP TO CALLBACK)

3. Refused (TERMINATE)

MEN

Our study requires that we randomly select one adult who lives in your household to be interviewed. How many members of your household, including yourself, are males between 18 and 65 and who speak either Spanish or English?

- 0. None
- 1. One
- 2. Two
- 3. Three
- 4. Four
- 5. Five
- 6. Six
- 7. Seven
- 8. Eight
- 9. Nine

WOMEN

How many members are females between 18 and 65 and who speak either Spanish or English?

- 0. None
- 1. One
- 2. Two
- 3. Three
- 4. Four
- 5. Five
- 6. Six
- 7. Seven
- 8. Eight
- 9. Nine

SELECTED

The person in your household I need to speak with is the (RANDOM ADULT IS CHOSEN).

Are you the (ADULT THAT WAS CHOSEN) between the ages of 18 and 65?

1. Yes (SKIP TO YOURTHE1)

2. No (SKIP TO GETNEWAD)

3. Refused, Not allowed to speak (TERMINATE) W/ Selected Respondent

ONEADULT

Are you the adult?

1. Yes (SKIP TO YOURTHE1)

2. No

9. Refused, Not allowed to speak (TERMINATE) with the adult

GETADULT

May I speak with the adult in the household?

Yes, Adult coming to the phone (SKIP TO NEWADULT)
 No, Adult not available at this time or not at home (SKIP TO CALLBACK)

3. Refused, Not allowed to speak with the adult (TERMINATE)

YOURTHE1

Then you are the person I need to speak with. Let me remind you that the interview will take only about 15 minutes. We would also like to conduct a second 15-minute interview with you in about 4 months. If you complete both interviews, we would like to send you a small gift. All of the information you provide will be confidential. Your participation is completely voluntary. This study presents no significant harm or risks to you. No information will be used or released in any way that could identify you or your family. If there is a question that you would prefer not to answer, please let me know and we can skip it. May I continue?

- 1. Person interested (SKIP TO INTLANG)
- 2. Person interested, but not available (SKIP TO CALLBACK)
- 9. Person not interested (TERMINATE)

GETNEWAD

May I speak with the (RANDOMLY CHOSEN ADULT)?

- 1. Yes, Selected Respondent coming to the phone
- 2. No, Selected Respondent not available or not at home (SET CALLBACK)
- 9. Refused, Not allowed to speak with the Selected Respondent (TERMINATE)

NEWADULT

Hello, I am ______ calling on behalf of the Public Health Institute and the California Department of Health Services located in Sacramento. We are not selling anything; we are doing a study of California Latino adults regarding their day-to-day nutrition and health practices. This information will be used to develop health and nutrition programs that may benefit the Latino community. The interview will only take about 15 minutes, and the information contained in this study will be confidential. May I continue?

- 1. Yes
- 2. Not available now (SKIP TO CALLBACK)
- 3. Refused (TERMINATE)

NEWINTRO2

Let me remind you that the interview will take only about 15 minutes. We would also like to conduct a second 15-minute interview with you in about 4 months. If you complete both interviews, we would like to send you a small gift. All of the information you provide will be confidential. Your participation is completely voluntary. This study presents no significant harm or risks to you. No information will be used or released in any way that could identify you or your family. If there is a question that you would prefer not to answer, please let me know and we can skip it. May I continue?

- 1. Person interested
- 2. Person interested, but not available (SKIP TO CALLBACK)
- 3. Person not interested

(TERMINATE)

INTLANG

Would you prefer to be interviewed in English or Spanish?

- 1. English
- 2. Spanish

Q2063

(Q898) Indicate sex of respondent

- 1. Male
- 2. Female

SCREEN1

Do you have any health problems, physical conditions, or are you undergoing any treatments that interfere with your ability to eat as you would normally eat?

- 1. No
- 2. Yes

(NOT ELIGIBLE "I'm sorry, you're not eligible for the study. Thank you for your time")

IF FEMALE ONLY:

SCREEN2

Are you pregnant or nursing?

- 1. No
- 2. Yes

(NOT ELIGIBLE "I'm sorry, you're not eligible for the study. Thank you for your time")

IF RESPONDENT IS RELUCTANT AND/OR WANTS ADDITIONAL INFORMATION:

If you are interested in more information about the study or have questions, you may call Dr. Desiree Backman at the Department of Health Services who is supervising this study. Her number is (916) 445-7031. You may also contact Ms. Patricia Spear who is the Institutional Review Board Administrator at (510) 644-8200. Dr. Backman and Ms. Spear are available Monday through Friday from 9:00 AM to 5:00 PM.

CONSUMPTION

The first series of questions are about what you ate for your meals and snacks yesterday. When I ask about FRUITS AND VEGETABLES keep in mind that I mean ALL forms including: fresh,... canned,...frozen and dried,...as well as fruit and vegetable juices,... soups and stews made with vegetables,...potatoes,...salads...and salsa. When I ask about SERVINGS, a serving is whatever you think of as a normal portion for yourself.

Q99

Did you eat a morning meal yesterday?

1. Yes

2.	No	(SKIP TO Q199)
8.	Don't Know	(SKIP TO Q199)
9.	Refused	(SKIP TO Q199)

Q100

Did you have any fruit, vegetables, salad, or juice for your morning meal (breakfast) yesterday?

1. Yes

No (SKIP TO Q199)
 Don't Know (SKIP TO Q199)
 Refused (SKIP TO Q199)

Q102

 $Which \ fruit, \ vegetables, \ salad, \ or \ juice \ did \ you \ have \ at \ your \ morning \ meal \ (breakfast) \ yesterday?$

IF SALAD:

- A) Was there lettuce or any other greens in the salad?
- B) Other than lettuce, what were the main one or two ingredients? EX. [Enter GREEN SALAD/INGREDIENT #1/INGREDIENT #2]

IF MIXED ITEMS: PROBE to ID the main item

Fruit/Vegetable/Juice (Name of item given)
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Type (Category of item, i.e. fruit or vegetable)
Type (Category of item, i.e. fruit or vegetable) (Q102)
(Q102)
(Q102) (Q104)
(Q102) (Q104) (Q106)
(Q102) (Q104) (Q106) (Q108)
(Q102) (Q104) (Q106) (Q108) (Q110)
(Q102) (Q104) (Q106) (Q108) (Q110) (Q112)
(Q102) (Q104) (Q106) (Q108) (Q110) (Q112) (Q114)

(Q124) (Q126) (Q128) (Q130) (Q132)(Q134) (Q136) (Q138) (Q140)(Q142)Q199 Did you eat a midday meal (lunch) yesterday? 1. Yes 2. No (SKIP TO Q299) 8. Don't Know (SKIP TO Q299) (SKIP TO Q299) 9. Refused Q200 Did you have any fruit, vegetables, salad, or juice for your midday meal (lunch) yesterday?

(SKIP TO Q299)

(SKIP TO Q299)

(SKIP TO Q299)

Number of Servings

Yes
 No

8. Don't Know

9. Refused

Q202

Which fruit, vegetables, salad, or juice did you have at your midday meal (lunch) yesterday?

IF SALAD:

- A) Was there lettuce or any other greens in the salad?
- B) Other than lettuce, what were the main one or two ingredients? EX. [Enter GREEN SALAD/INGREDIENT #1/INGREDIENT #2]

IF MIXED ITEMS: PROBE to ID the main item

Fruit/Vegetable/Juice (Name of item given)
1.
2.
3.
4.
5.
5.
7.
8.
9.
10.
Type (Category of item, i.e. fruit or vegetable)
Type (Category of item, i.e. fruit or vegetable) (Q202)
(Q202)
(Q202) (Q204)
(Q202) (Q204) (Q206)
(Q202) (Q204) (Q206) (Q208)
(Q202) (Q204) (Q206) (Q208) (Q210)
(Q202) (Q204) (Q206) (Q208) (Q210) (Q212)
(Q202) (Q204) (Q206) (Q208) (Q210) (Q212) (Q214)

(Q220)

(Q224) (Q226) (Q228) (Q230) (Q232)(Q234) (Q236) (Q238) (Q240)(Q242)Q299 Did you eat an evening meal (dinner/supper) yesterday? 1. Yes 2. No (SKIP TO Q399) 8. Don't Know (SKIP TO Q399) (SKIP TO Q399) 9. Refused Q300 Did you have any fruit, vegetables, salad, or juice for your evening meal (dinner/supper) yesterday? 1. Yes 2. No (SKIP TO Q399) 8. Don't Know (SKIP TO Q399)

(SKIP TO Q399)

Number of Servings

9. Refused

Q302

Which fruit, vegetables, salad, or juice did you have at your evening meal (dinner/supper) yesterday?

IF SALAD:

- A) Was there lettuce or any other greens in the salad?
- B) Other than lettuce, what were the main one or two ingredients? EX. [Enter GREEN SALAD/INGREDIENT #1/INGREDIENT #2]

IF MIXED ITEMS: PROBE to ID the main item

Fruit/Vegetable/Juice (Name of item given)	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
Type (Category of item, i.e. fruit or vegetable)	
Type (Category of Item, i.e. If the of vegetable)	
(Q302)	
(Q302)	
(Q302) (Q304)	
(Q302) (Q304) (Q306)	
(Q302) (Q304) (Q306) (Q308)	
(Q302) (Q304) (Q306) (Q308) (Q310)	
(Q302) (Q304) (Q306) (Q308) (Q310) (Q312)	
(Q302) (Q304) (Q306) (Q308) (Q310) (Q312) (Q314)	

(Q320)

Number of Servings (Q324) (Q326) (Q328) (Q330) (Q332)(Q334) (Q336)(Q338) (Q340)(Q342)Q399 Did you eat any other meals or snacks yesterday? (other than the meals you just told me about?) 1. Yes (SKIP TO Q2001) 2. No 8. Don't Know (SKIP TO Q2001)

(SKIP TO Q2001)

Q400

Did your meals or snacks include any fruits, vegetables, salad, or juice?

1. Yes

9. Refused

2.	No	(SKIP TO Q2001)
8.	Don't Know	(SKIP TO Q2001)
9.	Refused	(SKIP TO O2001)

Q402

Which fruit, vegetables, salad, or juice did you have for a snack (other meal) yesterday?

IF SALAD:

- A) Was there lettuce or any other greens in the salad?
- B) Other than lettuce, what were the main one or two ingredients? EX. [Enter GREEN SALAD/INGREDIENT #1/INGREDIENT #2]

IF MIXED ITEMS: PROBE to ID the main item

Fruit/Vegetable/Juice (Name of item given)
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Type (Category of item, i.e. fruit or vegetable)
Type (Category of item, i.e. fruit or vegetable) (Q402)
(Q402)
(Q402) (Q404)
(Q402) (Q404) (Q406)
(Q402) (Q404) (Q406) (Q408)
(Q402) (Q404) (Q406) (Q408) (Q410)
(Q402) (Q404) (Q406) (Q408) (Q410) (Q412)
(Q402) (Q404) (Q406) (Q408) (Q410) (Q412) (Q414)

(Q428)(Q430) (Q432)(Q434)(Q436)(Q438) (Q440)(Q442)**BEHAVIORAL DETERMINANTS** Now I'm going to ask you a few questions about your thoughts, feelings, attitudes, and beliefs related to fruit and vegetable intake. Q2001 How many servings of fruits and vegetables do you eat each day? 0. 0 1. 1 2. 2 3. 3 4. 4 5. 5 6. 6 7. 7 8. 8 9. 9 10. 10 or more 88. Don't Know (SKIP TO Q2005) 99. Refused (SKIP TO Q2005)

Number of Servings

(Q424) (Q426)

Q2002

A 1.		1	1	1	1	4:	41- : -	1-	<i>- C</i>	' J - !1	servings	- C	£			- 1- 1	2
ΑГ	MIT.	$n\alpha w$	iono	nave vo	II neen	earing	Thie	numn	or at	daliv	cervinge	α	Trilite	ากก	Veger	anı	200

- 1. Less than one month
- 2. 1-3 months
- 3. 4-6 months
- 4. Longer than 6 months
- 8. Don't Know
- 9. Refused

Q2003

Are you seriously thinking about eating more servings of fruits and vegetables starting sometime in the next six months?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2004

Are you planning to eat more servings of fruits and vegetables during the next month?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2005

How many total servings of fruits and vegetables do YOU think YOU should eat every day for good health? (pause) That's a combined total of BOTH fruits and vegetables.

- 1. Enter number: ____(Q2005A)___
- 8. Don't Know
- 9. Refused

Q2006

Have you heard of any recommendations on the TOTAL number of servings of fruits and vegetables you should eat every day for good health?

- 1. Yes
- 2. No (SKIP TO Q2008)
- 8. Don't Know (SKIP TO Q2008)
- 9. Refused (SKIP TO Q2008)

Q2007

What was the number of servings recommended?

- 1. Enter number ____(Q2007A)____
- 8. Don't Know
- 9. Refused

Q2008

How easy is it for you to prepare meals with fruits and vegetables?

- 1. Very easy
- 2. Somewhat easy
- 3. Somewhat difficult
- 4. Very Difficult
- 8. Don't Know
- 9. Refused

Q2009

How easy is it for you to prepare snacks with fruits and vegetables?

- 1. Very easy
- 2. Somewhat easy
- 3. Somewhat difficult
- 4. Very Difficult
- 8. Don't Know
- 9. Refused

Q2010

Da.	:	to oot E ou		of funite and	rramatables e		- +la /	
י טע	you miena	to eat 5 or	more servings	of fruits and	. vegetables a	i day during	g une next 4	i monus

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2011

When you think about eating 5 or more servings of fruits and vegetables a day during the next 4 months, how do you feel? (READ LIST)

- 1. Very Positive
- 2. Positive
- 3. Negative
- 4. Very Negative
- 8. Don't Know
- 9. Refused

Q2012

What is the main reason you eat fruits and vegetables? (INTERVIEWER: DO NOT READ SELECTIONS)

- 1. Decrease risk of disease
- 2. Weight reduction/control
- 3. Lifestyle change (moved, getting married, having children)
- 4. Trying to eat healthier foods
- 5. Availability
- 6. Like the taste
- 7. My children/family/friends want me to
- 8. Right thing to do
- 9. Set an example for my family
- 10. Other, specify ___(Q2012A)___
- 88. Don't Know (SKIP TO Q2014)
- 99. Refused (SKIP TO Q2014)

Q2013

What is another reason you ea	t fruits and vegetables?	(INTERVIEWER:	DO NOT RI	EAD
SELECTIONS)				

			_	
1	Decrease	wiolr.	o.f	diagona

- 2. Weight reduction/control
- 3. Lifestyle change (moved, getting married, having children)
- 4. Trying to eat healthier foods
- 5. Availability
- 6. Like the taste
- 7. My children/family/friends want me to
- 8. Right thing to do
- 9. Set an example for my family
- 10. Other, specify ____(Q2013A)____
- 88. Don't Know
- 99. Refused

Q2014

What is the main reason you don't eat MORE fruits and vegetables? (INTERVIEWER: DO NOT READ SELECTIONS)

- 1. People in my family don't like fruits and vegetables
- 2. Too expensive
- 3. Hard to get in stores
- 4. Hard to get at work
- 5. Don't know how to prepare them
- 6. Too hard to prepare
- 7. I already eat enough
- 8. Don't have them at home
- 9. Other, specify ____(Q2014A)____
- 88. Don't Know (SKIP TO Q2016)
- 99. Refused (SKIP TO Q2016)

Q2015

Т W RE

'hat i	s another reason you don't eat MORE fruits and vegetables (INTERVIEWER: DO NOT
EAD	SELECTIONS)
1.	People in my family don't like fruits and vegetables
2.	Too expensive
3.	Hard to get in stores
4.	Hard to get at work
5.	Don't know how to prepare them
6.	Too hard to prepare

- 7. I already eat enough
- 8. Don't have them at home
- 9. Other, specify ____(Q2015A)____
- 88. Don't Know
- 99. Refused

Q2016

Can you overcome those things that prevent you from eating MORE fruits and vegetables?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2017

Do you feel you can eat MORE fruits and vegetables if you chose to?

- 1. Yes
- 2. No
- 8. Don't Know/Not Sure
- 9. Refused

Q2018

How much do you want to eat MORE fruits and vegetables?

- 1. Very much
- 2. Somewhat
- 3. A little
- 4. Not at all
- 8. Don't Know
- 9. Refused

Now I'm going to ask you a few questions about fruit and vegetable intake and cancer, heart disease, and obesity. Please let me know whether you agree or disagree with the following statements.

Q2019

What you eat or drink doesn't make much difference in your chances of getting cancer. Would you say you:

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly Disagree
- 8. Don't Know
- 9. Refused

Q2020

Eating fruits and vegetables will help reduce your risk of getting cancer. Would you say you:

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly Disagree
- 8. Don't Know
- 9. Refused

Q2021

Eating fruits and vegetables will help reduce your risk of getting heart disease. Would you say you:

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly Disagree
- 8. Don't Know
- 9. Refused

Q2022

Eating fruits and vegetables will help reduce your risk of being overweight. Would you say you:

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly Disagree
- 8. Don't Know
- 9. Refused

Now I'm going to ask you about two programs.

Q2023

Have you heard of the California Healthy Citizens Program?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2024

Have you heard of the California 5 a Day Campaign?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refuse

TELEVISION, RADIO, AND PRINT MEDIA

Now I'm going to ask you a few questions about things you've seen on television, things you've heard on the radio, things you've read in newspapers and magazines, and things you've seen on billboards and on the inside of buses.

Q2025

During the last 4 months, have you seen a commercial on television featuring a young girl and a woman jumping rope?

Yes
 No (SKIP TO Q2027)
 Don't Know (SKIP TO Q2027)
 Refused (SKIP TO Q2027)

Q2026

What was the main message of the commercial? (INTERVIEWER: DO NOT READ SELECTIONS)

- 1. Eat a healthy diet
- 2. Be physically active
- 3. Eat 5 or more servings of fruits and vegetables a day
- 4. Fruits and vegetables are good for children
- 5. It's easy to eat fruits and vegetables
- 6. Fruits and vegetables taste good
- 7. Fruits and vegetables give you energy
- 8. Fruits and vegetables are good for your health
- 9. Be good to yourself
- 10. Feel good about yourself
- 11. Other, specify ____(Q2026_OP)___
- 88. Don't Know
- 99. Refused

Q2026a

During the last 4 months, have you seen a television commercial about eating 5 or more servings of fruits and vegetables a day?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2027

During the last 4 months, have you seen a person on the news talking about eating 5 or more servings of fruits and vegetables a day?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2028

During the last 4 months, have you seen a person on a cooking program talking about eating 5 or more servings of fruits and vegetables a day?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2029

Do you feel it is important to have information about eating fruits and vegetables on television?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2030

During the last 4 months, have you heard a woman on a radio commercial talking about eating 5 or more servings of fruits and vegetables a day?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2031

During the last 4 months, have you heard a person on a radio program talking to a radio host or DJ about eating 5 or more servings of fruits and vegetables a day?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2032

Do you feel it is important to have information about eating fruits and vegetables on the radio?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2033

During the last 4 months, have you read a newspaper or magazine article about eating 5 or more servings of fruits and vegetables a day?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2034

Do you feel it is important to have information about eating fruits and vegetables in newspapers or magazines?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2034a

During the last 4 months, have you seen a billboard with pictures of fruits and vegetables all over it mounted on a truck?

1. Yes

No (SKIP TO Q2035)
 Don't Know (SKIP TO Q2035)
 Refused (SKIP TO Q2035)

Q2034b

What was the main message of the billboard on the truck? (INTERVIEWER: DO NOT READ SELECTIONS)

- 1. Eat a healthy diet
- 2. Eat fruits and vegetables
- 3. Eat 5 a Day
- 4. Eat 5 a Day for better health
- 5. Eat 5 or more servings of fruits and vegetables a day
- 6. Fruits and vegetables are good for you
- 7. Treat yourself well
- 8. Fruits and vegetables are colorful
- 9. Fruits and vegetables taste good
- 10. Fruits and vegetables are plentiful
- 11. Other, specify (ANSWER IN Q2034B_O)
- 88. Don't Know
- 99. Refused

Q2034c

During the last 4 months, have you seen a sign inside of a bus about eating fruits and vegetables?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

FESTIVALS

Now I'm going to ask you a few questions about festivals. When I say festival, I mean any large cultural gathering in your community where there is food, entertainment, and booths.

Q2035

During the last 4 months, how many festivals have you attended in your community?

0. None (SKIP TO Q2041)

- 1. One
- 2. Two
- 3. Three
- 4. Four or more

8. Don't Know (SKIP TO Q2041)

9. Refused

(SKIP TO Q2041)

Q2036

Did you visit any informational or promotional booths at a festival?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2037

Did you visit the 5 a Day booth at a festival?

1. Yes

2. No (SKIP TO Q2041)

8. Don't Know (SKIP TO Q2041)

9. Refused (SKIP TO Q2041)

Q2038

Did you spin the fruit and vegetable prize wheel at the 5 a Day booth?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2039

At the 5 a Day booth, did you receive a plastic bag containing information about eating fruits and vegetables?

1. Yes

2. No (SKIP TO Q2041)

8. Don't Know (SKIP TO Q2041)

9. Refused (SKIP TO Q2041)

Q2040

Did you use the information afterwards?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2041

Do you feel it is important to have information about eating fruits and vegetables available at festivals?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

FARMERS' MARKET/FLEA MARKET

Now I'm going to ask you a few questions about farmers' markets, flea markets, swap meets, and grocery stores.

Q2042

During the last 4 months	, how many tim	ies have vou gone t	to a farmers'	market in	vour area?
During the last 4 months	, IIO W III ally till.	ico mave you gome i	to a rarrificio	mannetm	your area.

- 0. None
- 1. One time
- 2. Two times
- 3. Three times
- 4. Four or more times, SPECIFY ___(Q2042A)____
- 8. Don't Know
- 9. Refused

Q2042b

During the last 4 months, how many times have you gone to a flea market or swap meet in your area?

- 1. None
- 2. One time
- 3. Two times
- 4. Three times
- 5. Four or more times, SPECIFY _____(Q2042B_O)____
- 8. Don't Know
- 9. Refused

[IF ANSWERS TO BOTH 2042 AND 2042B ARE NONE, DON'T KNOW, OR REFUSED SKIP TO 2050]

Q2043

Did you visit any informational or promotional booths at the farmers' market, flea market or swap meet?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2044

Did you visit the 5 a Day booth at the farmers' market, flea market or swap meet?

1. Yes

2. No (SKIP TO Q2050)

8. Don't Know (SKIP TO Q2050)

9. Refused (SKIP TO Q2050)

Q2045

Did you see a food demonstration at the 5 a Day booth?

1. Yes

2. No

8. Don't Know

9. Refused

Q2046

Did you eat the food prepared at the 5 a Day booth?

1. Yes

2. No (SKIP TO Q2048)

8. Don't Know (SKIP TO Q2048)

9. Refused (SKIP TO Q2048)

Q2047

Did you like the food you ate at the 5 a Day booth?

1. Yes

2. No

8. Don't Know

9. Refused

Q2048

At the 5 a Day booth, did you receive a plastic bag containing information about eating fruits and vegetables?

1. Yes

2. No (SKIP TO Q2050)

8. Don't Know (SKIP TO Q2050)

9. Refused (SKIP TO Q2050)

1.	Yes	
2.	No	
8.	Don't Know	
9.	Refused	
Q2050		
•	feel it is important to have information s' markets, flea markets or swap meets?	about eating fruits and vegetables available at
1.	Yes	
2.	No	
8.	Don't Know	
9.	Refused	
Q2051		
	do you buy MOST of your fruits and veg TIONS)	getables? (INTERVIEWER: DO NOT READ
1.	Supermarket/grocery store	
2.	Farmers' market	
3.	Flea market	
4.	Mom and pops market	
5.	Fruit and vegetable stand	
6.	Swap meet	
7.	Other, specify(Q2051A)	
8.	Don't Know (Si	KIP TO Q2053)
9.	Refused (Si	KIP TO Q2053)

Q2049

Did you use the information afterwards?

Q2052

Why do you buy MOST of your fruits and vegetables at (ANSWER TO Q2051 APPEARS HERE)?

Q2052_1	Low cost
Q2052_2	Convenience
Q2052_3	Quality of fruits and vegetables
Q2052_4	Variety of fruits and vegetables
Q2052_5	Offer samples of fruits and vegetables
Q2052_6	Offer coupons for fruits and vegetables
Q2052_7	Have courteous sales staff
Q2052_8	Other, specify(Q2052_OPN)
Q2052_9	Don't Know
Q2052_10	Refused

Q2052a

During the last 4 months, have you seen a sign in a grocery store about eating 5 servings of fruits and vegetables a day?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

Q2052b

During the last 4 months, have you received a free cookbook in a grocery store called "Healthy Latino Recipes Made with Love?"

1.	Yes	
2.	No	(SKIP TO Q2053)
8.	Don't Know	(SKIP TO Q2053)
9.	Refused	(SKIP TO Q2053)

Did you	use the cookbook?
1.	Yes
2.	No
8.	Don't Know
9.	Refused
DEMO	OGRAPHICS
Q2053	
(Q878)	Finally, I'd like to ask a few questions about you. How old were you on your last birthday?
INTER	VIEWER: If older than 99 years, code as 99.
1.	Enter age:(Q2053A)
8.	Don't Know
9.	Refused
Q2054	
(Q99_2	7) How tall are you without shoes?
1.	Enter height (ENTER FEET AND INCHES IN Q2054FT AND Q2054IN)
8.	Don't Know
9.	Refused
Q2055	
(Q_99_	28) How much do you weigh?
1.	Enter pounds(Q2055LBS)
2.	Enter kilograms(Q2055KG)
8.	Don't Know
9.	Refused

Q2052c

Q2056

(Q883) I am now going to ask a few questions about language. In general, what language(s) do you read and speak? (INTERVIEWER: READ LIST)

- 1. Only Spanish
- 2. Spanish better than English
- 3. Both equally
- 4. English better than Spanish
- 5. Only English
- 9. Refused

Q2057

(Q884) What was the language you used as a child? (INTERVIEWER: READ LIST)

- 1. Only Spanish
- 2. More Spanish than English
- 3. Both equally
- 4. More English than Spanish
- 5. Only English
- 9. Refused

Q2058

(Q885) What language(s) do you usually speak at home? (INTERVIEWER: READ LIST)

- 1. Only Spanish
- 2. More Spanish than English
- 3. Both equally
- 4. More English than Spanish
- 5. Only English
- 9. Refused

Q2059

(Q886) In which language(s) do you usually think? (INTERVIEWER: READ LIST)

- 1. Only Spanish
- 2. More Spanish than English
- 3. Both equally

Q2060	
-	What language(s) do you usually speak with your friends? (INTERVIEWER: READ LIST)
1.	Only Spanish
2.	More Spanish than English
3.	Both equally
4.	More English than Spanish
5.	Only English
9.	Refused
Q2061	
(Q889)	What is the total number of people including yourself living in your household?
1.	Enter number:(Q2061A)
9.	Refused
Q2062	
(Q896)	Which of the following categories best describes your annual household income from all
	less than 10 thousand dollars, 10 to 15 thousand, 15 to 20 thousand, 20 to 25 thousand, 25 ousand, 35 to 50 thousand, 50 to 65 thousand or over 65 thousand dollars?
1.	Less than \$10,000
2.	\$10,000 to \$15,000
3.	\$15,001 to \$20,000
4.	\$20,001 to \$25,000
5.	\$25,001 to \$35,000
6.	\$35,001 to \$50,000
7.	\$50,001 to \$65,000
8.	Over \$65,000
88.	Don't Know
	Refused

4. More English than Spanish

5. Only English

9. Refused

FIRST

That is the end of the survey, but in order to contact you again in 4 months I would like to get some information from you.

May I have your first name?

[INTERVIEWER: IF RESPONDENT REFUSES

TO GIVE FIRST NAME, THEN ASK FOR

INITIAL OF FIRST NAME.]

(Note: If blank, then respondent refused to give information).

LASTNAME

And your last name?

(Note: If blank, then respondent refused to give information).

ALTFONE

Is there another phone number that we can reach you at in case we have trouble reaching you here?

THANK

Thank you very much. Those are all the questions I have. We really appreciate your help and the time you've given us. I would like to remind you that we will be contacting you again in about 4 months for a second interview and to receive your small gift.

Good-bye!

LANGUAGE

Was this interview done in English or Spanish?

- 1. English
- 2. Spanish

LANG Programming code for language used to determine language used at end of

interview (used to determine Spanish/English completes)

1. English

2. Spanish

SMP_ADD Address of record per sample database

SMP_CITY City of record per sample database

SMP_STAT State of record per sample database

SMP_ZIP Zip code of record per sample database

PHONE Phone number of record per sample database used to contact respondent

AREA Study area based on zip code of record per sample database

1. Fresno

2. Riverside (R/SB)

3. San Bernardino (R/SB)

INTDATE Date of Interview

Baseline Telephone Survey (Spanish)

α

Hola, Yo soy _____ llamo de parte del Instituto de Salud Pública del Departamento de Servicios de Salud de California en Sacramento.

- 1. Prasar a la siguiente pregunta
- 2. No respuesta
- 3. Línea ocupada
- 4. Contestadora/grabadora
- 5. Se fijò una hora para llamar después
- 6. Número fuera deservicio/desconectado
- 7. Número comercial
- 8. Fax/Computadora/Localizador

INTRO2

No estamos vendiendo nada; estamos realizando un estudio sobre prácticas diarias de nutrición y salud de adultos latinos en California. Esta información será utilizada para desarrollar un programa de salud y nutrición que beneficie a la comunidad Latina. La entrevista solo tomará 15 minutos, y toda la información contenida en este estudio será confidencial. ¿Podemos continuar?

1. Sí

2. Se rehuza a cooperar (TERMINATE)

3. No está disponible (SKIP TO CALLBACK)

INTRO3

En este estudio estamos entrevistando a adultos latinos entre las edades de 18 y 65 que hablan español o inglés. ¿Esto lo representa a usted?

1. Sí (SKIP TO ADULTS)

2. No

WHOELSE

¿Hay alguien más en la casa que es un adulto latino entre las edades de 18 y 65 que habla español o inglés a quien le pueda hablar?

1. Sí, la persona viene al teléfono (RETURN TO INTRO1)

2. No (TERMINATE)

ADULTS

:(Cuántos adultos	latinos entr	e las edades d	e 18 v 65	que hablan	español o	inglés viven	en su casa
, (zuanios adunos	iaumos emu	t ias cuaucs u	C 10 V UJ	uuc nabian	espanoi o	migics viveii	cii su casa:

ENTER NUMBER ___ (IF ADULTS=1 SKIP TO ONEADULT,

OTHERWISE SKIP TO MEN)

77. No sabe (SKIP TO KNOW)

99. Se niega (TERMINATE)

KNOW

¿Puedo hablar con alguien que pueda saber?

1. Sí, la persona viene al teléfono (GO BACK TO INTRO)

2. La persona no está disponible ahora (SKIP TO CALLBACK)

3. Se niega (TERMINATE)

MEN

Nuestro estudio requiere que seleccionemos al azar a un adulto que vive en su hogar para ser entrevistado. ¿Cuántos miembros de su hogar, incluyéndose a usted mismo, son hombres entre 18 y 65 años y pueden hablar español o inglés?

- 0. Ninguno
- 1. Uno
- 2. Dos
- 3. Tres
- 4. Cuatro
- 5. Cinco
- 6. Seis
- 7. Siete
- 8. Ocho
- 9. Nueve

FEMALE

¿Cuántos miembros son mujeres de 18 a 65 y hablan español o inglés?

- 0. Ninguno
- 1. Uno
- 2. Dos
- 3. Tres
- 4. Cuatro
- 5. Cinco
- 6. Seis
- 7. Siete
- 8. Ocho
- 9. Nueve

SELECTED

La persona con la cual necesito hablar es (RANDOM ADULT).

Usted es él/la (RANDOM ADULT)?

1. Sí (SKIP TO YOURTHE1)

2. No (SKIP TO GETNEWAD)

3. Se niega, no se permite hablar con participante (TERMINATE) seleccionado

ONEADULT

¿Es usted el adulto?

1. Sí (SKIP TO YOURTHE1)

2. No

9. Se Niega, no se permite hablar con el adulto (TERMINATE)

GETADULT

¿Podría hablar con la persona adulta de su casa?

1. Sí, el adulto viene al teléfono (SKIP TO NEWADULT)

2. No, el adulto no está ahora disponible (SKIP TO CALLBACK)

3. Se niega, no se permite hablar con el adulto (TERMINATE)

YOURETHE1

Entonces usted es la persona con la cuál necesito hablar. Permítame recordarle que la entrevista tomará solo 15 minutos. Quisiéramos también realizar una segunda entrevista de 15 minutos en aproximadamente 4 meses. Si usted completa ambas entrevistas, le enviaremos un pequeño regalo. Toda la información que usted diga será confidencial. Su participación es completamente voluntaria. Este estudio no infiere ningún daño o riesgo significativo para usted. Ninguna información será utilizada o distribuida de ninguna manera que pueda identificar a usted o a su familia. Si hay alguna pregunta que usted prefiere no responder por favor hágamelo saber y la podemos omitir. ¿Podemos continuar?

1. Persona interesada (SKIP TO INTLANG)

2. Person interesada, no disponible (SKIP TO CALLBACK)

3. Persona no interesada (TERMINATE)

GETNEWAD

Pudiera hablar con (RANDOMLY CHOSEN ADULT)?

- 1. Sí, el/la Participante Seleccionado/a viene al teléfono
- 2. No, Participante Seleccionado no está disponible o no está en casa (SET CALLBACK)
- 3. Se niega, no se permite hablar con participante seleccionado (TERMINATE)

NEWADULT

Hola, yo soy _____ llamo de parte del Instituto de Salud Pública del Departamento de Servicios de Salud de California localizado en Sacramento. No estamos vendiendo nada; estamos realizando un estudio sobre prácticas diarias de nutrición y salud de adultos latinos en California. Esta información será utilizada para desarrollar un programa de salud y nutrición que beneficie a la comunidad latina. La entrevista solo tomará 15 minutos, y toda la información contenida en este estudio será confidencial. ¿Podemos continuar?

- 1. Sí
- 2. No está disponible ahora (SKIP TO CALLBACK)
- 3. Se niega (TERMINATE)

NEWINTRO2

Permítame recordarle que la entrevista tomará solo 15 minutos. Quisiéramos tambien realizar una segunda entrevista de 15 minutos en aproximadamente 4 meses. Si usted completa ambas entrevistas, le enviaremos un pequeño regalo. Toda la información que usted diga será confidencial. Su participación es completamente voluntaria. Este estudio no infiere ningún daño o riesgo significativo para usted. Ninguna información será utilizada o distribuida de ninguna manera que pueda identificar a usted o a su familia. Si hay alguna pregunta que usted prefiere no responder por favor hágamelo saber y la podemos omitir. ¿Podemos continuar?

1. Persona interesada

2. Person interesada, pero no disponible (SKIP TO CALLBACK)

3. Persona no interesada (TERMINATE)

INTLANG

Usted prefiere ser entrevistado en inglés o en español?

- 1. Inglés
- 2. Español

SCREENING1

¿Tiene usted algun problema de salud, de condición física, o está bajo algun tratamiento que interfiera con su capacidad de comer como lo hiciera normalmente?

1. No

2. Sí (NO ES ELEGIBLE "Losiento, usted no es elegible para el estudio. Gracias por su tiempo.")

IF FEMALE ONLY:

SCREENING2

¿Está embarazada o dando pecho?

1. No

2. Sí (NO ES ELEGIBLE "Losiento, usted no es elegible para el estudio. Gracias por su tiempo.")

SI EL ENTREVISTADO SE NIEGA A RESPONDER Y/O QUIERE MÁS INFORMACIÓN:

Si usted está interesado en recibir más información sobre el estudio o tiene preguntas, puede llamar a la Dra. Desiree Backman en el Departamento de Servicios de Salud quien supervisa este estudio. Su número es (916) 445-7031. Tambień se puede poner en contacto con la Sra. Patricia Spear que es la Administradora del Comité de Revisión Institucional (Institutional Review Board) al (510) 644-8200. Dra. Backman y Ms. Spear están disponibles de lunes a viernes de 9:00 AM a 5:00 PM.

CONSUMO

La primera serie de preguntas son acerca de las comidas y bocadillos que usted consumió ayer. Cuando le pregunto acerca de FRUTAS Y VEGETALES tenga en mente que me refiero a TODO tipo incluyendo: frescas, ...enlatadas, ...congeladas y secas, ...como así tambíen jugos de frutas y vegetales, ... sopas y guisos hechos con vegetales, ...papas, ...ensaladas...y salsas.

Cuando le pregunto sobre PORCIONES, una porción es la cantidad que usted crea que es una porción normal.

Q99

¿Comió algo en la mañana de ayer?

1. Sí

No (SKIP TO Q199)
 No sabe (SKIP TO Q199)
 Se niega (SKIP TO Q199)

Q100

¿Comió alguna fruta, vegetal, ensalada o jugo en la comida de la mañana (desayuno) de ayer?

1. Sí

No (SKIP TO Q199)
 No sabe (SKIP TO Q199)
 Se niega (SKIP TO Q199)

Q102

¿Qué fruta, vegetal, ensalada, o jugo comió o tomó en la comida de la mañana (desayuno) de ayer?

SÍ ENSALADA:

- A) ¿Había lechuga o algún otro vegetal de hoja verde en la ensalada?
- B) Además de lechuga, cuál o cuáles es o eran el o los ingredientes principales? EX. [Enter GREEN SALAD/INGREDIENT #1/INGREDIENT #2]

IF MIXED ITEMS: PROBE to ID the main item

Frutas/Vegetales/Jugos (Nombre de cada respuesta)
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Tipo (Categoría de la respuesta, por ej. fruta o vegetal)
Tipo (Categoría de la respuesta, por ej. fruta o vegetal) (Q102)
(Q102)
(Q102) (Q104)
(Q102) (Q104) (Q106)
(Q102) (Q104) (Q106) (Q108)
(Q102) (Q104) (Q106) (Q108) (Q110)
(Q102) (Q104) (Q106) (Q108) (Q110) (Q112)
(Q102) (Q104) (Q106) (Q108) (Q110) (Q112) (Q114)

(Q124) (Q126) (Q128) (Q130) (Q132)(Q134) (Q136) (Q138) (Q140)(Q142)Q199 ¿Comió usted una comida al mediodía de ayer (almuerzo)? 1. Sí 2. No (SKIP TO Q299) 8. No sabe (SKIP TO Q299) 9. Se niega (SKIP TO Q299) Q200 ¿Comió alguna fruta, vegetal, ensalada, o jugo en su comida del mediodía (almuerzo) de ayer? 1. Sí 2. No (SKIP TO Q299) 8. No sabe (SKIP TO Q299) 9. Se niega (SKIP TO Q299)

Cantidad de Porciones

Q202

¿Cuáles frutas, vegetales, ensalada, o jugos consumió ayer en su comida del mediodía (almuerzo) de ayer?

SÍ ENSALADA:

- A) ¿Había lechuga o algún otro vegetal de hoja verde en la ensalada?
- B) Además de lechuga, cuál o cuáles es o eran el o los ingredientes principales? EX. [Enter GREEN SALAD/INGREDIENT #1/INGREDIENT #2]

IF MIXED ITEMS: PROBE to ID the main item

Frutas/Vegetales/Jugos (Nombre de cada respuesta) 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. Tipo (Categoría de la respuesta, por ej. fruta o vegetal) (Q202) (Q204) (Q206) (Q208) (Q210) (Q212) (Q214) (Q216) (Q218)

(Q220)

(Q224) (Q226) (Q228) (Q230) (Q232)(Q234) (Q236)(Q238) (Q240)(Q242)Q299 ¿Comió una comida en la noche (cena) de ayer? 1. Sí 2. No (SKIP TO Q399) 8. No sabe (SKIP TO Q399) 9. Se niega (SKIP TO Q399) Q300 ¿Comió alguna fruta, vegetal, ensalada, o jugo en la comida de la noche (cena) de ayer? 1. Sí 2. No (SKIP TO Q399) 8. No sabe (SKIP TO Q399) 9. Se niega (SKIP TO Q399)

Cantidad de Porciones

Q302

¿Cuales frutas, vegetales, ensalada, o jugos consumió en la comida de la noche (cena) de ayer?

SÍ ENSALADA:

- A) ¿Había lechuga o algún otro vegetal de hoja verde en la ensalada?
- B) Además de lechuga, cuál o cuáles es o eran el o los ingredientes principales? EX. [Enter GREEN SALAD/INGREDIENT #1/INGREDIENT #2]

IF MIXED ITEMS: PROBE to ID the main item

Frutas/Vegetales/Jugos (Nombre de cada respuesta)
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Tipo (Categoría de la respuesta, por ej. fruta o vegetal)
Tipo (Categoría de la respuesta, por ej. fruta o vegetal) (Q302)
(Q302)
(Q302) (Q304)
(Q302) (Q304) (Q306)
(Q302) (Q304) (Q306) (Q308)
(Q302) (Q304) (Q306) (Q308) (Q310)
(Q302) (Q304) (Q306) (Q308) (Q310) (Q312)
(Q302) (Q304) (Q306) (Q308) (Q310) (Q312) (Q314)

Cantidad de Porciones (Q324) (Q326) (Q328) (Q330) (Q332)(Q334) (Q336) (Q338) (Q340)(Q342)Q399 ¿Comió alguna otra comida o bocadillo ayer? (distinta de las comidas que recién me habló?) 1. Sí 2. No (SKIP TO Q2001) 8. No sabe (SKIP TO Q2001) 9. Se niega (SKIP TO Q2001) Q400 ¿Incluyeron sus bocadillos alguna fruta, vegetal, ensalada o jugo? 1. Sí 2. No (SKIP TO Q2001) 8. No sabe (SKIP TO Q2001) 9. Se niega (SKIP TO Q2001)

Q402

¿Cuáles frutas, vegetales, ensaladas o jugos consumió como bocadillo (otra comida) ayer?

SÍ ENSALADA:

- A) ¿Había lechuga o algún otro vegetal de hoja verde en la ensalada?
- B) Además de lechuga, cuál o cuáles es o eran el o los ingredientes principales? EX. [Enter GREEN SALAD/INGREDIENT #1/INGREDIENT #2]

(Q420)

(Q424) (Q426) (Q428)(Q430) (Q432)(Q434)(Q436) (Q438) (Q440)(Q442) **DETERMINANTES DE COMPORTAMIENTO** Le voy a hacer algunas preguntas sobre sus pensamientos, sentimientos, actitudes y creencias relacionadas con el consumo de frutas y vegetales. Q2001 ¿Cuántas porciones de frutas y vegetales come cada día? 1. 0 2. 1 3. 2 4. 3 5. 4 6. 5 7. 6

Cantidad de Porciones

8. 79. 810. 9

11. 10 o más

88. No sabe (SKIP TO Q2005)99. Se niega (SKIP TO Q2005)

Q2002	
¿Desde	hace cuánto tiempo que come esta cantidad diaria de porciones de frutas y vegetales?
1.	Menos de un mes
2.	1-3 meses
3.	4-6 meses
4.	Más de 6 meses
8.	No sabe
9.	Se niega
Q2003	
	ted pensando seriamente comer más porciones de frutas y vegetales comenzando en algún to durante los próximos seis meses?
1.	Sí
2.	No
8.	No sabe
9.	Se niega
Q2004	
¿Está pla	aneando comer más porciones de frutas y vegetales durante el próximo mes?
1.	Sí
2.	No
8.	No sabe
9.	Se niega
Q2005	
-	as porciones diarias de frutas y vegetales en total piensa que USTED debería comer cada día der una buena salud? (pausa) Eso es la combinación total de AMBAS frutas y vegetales.
	Número: (COLLECT NUMBER IN Q2005A)

8. No sabe9. Se niega

Q2006

¿Ha escuchado alguna recomendación sobre el TOTAL de porciones de frutas y vegetales que usted debe comer cada día para tener una buena salud?

- 1. Sí
- 2. No

(SKIP TO Q2008)

8. No sabe

(SKIP TO Q2008)

9. Se niega

(SKIP TO Q2008)

Q2007

¿Cuál es el número de porciones recomendado?

1. Número: _____

(COLLECT NUMBER IN Q2007A)

- 8. No sabe
- 9. Se niega

Q2008

¿Qué tan fácil es para usted preparar comidas con frutas y vegetales?

- 1. Muy fácil
- 2. Bastante fácil
- 3. Bastante difícil
- 4. Muy difícil
- 8. No sabe
- 9. Se niega

Q2009

¿Qué tan fácil es para usted preparar bocadillos con frutas y vegetales?

- 1. Muy fácil
- 2. Bastante fácil
- 3. Bastante difícil
- 4. Muy difícil
- 8. No sabe
- 9. Se niega

Q2010

Planea usted comer 5 o más porciones de frutas o vegetales al día durante los			
	r norcionae da triitae o vagatalae al dia diiranta loe nrov	1mac / :	macacl
The first united connect of the professional and the first	S DOICIONES DE MUIAS O VEZETAJES AI DIA DUTAINE IOS DIOX	111105 +	HICSCS:

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2011

Cuando piensa usted en comer 5 o más porciones de frutas o vegetales al día durante los próximos 4 meses; ¿cómo se siente?

- 1. Muy bien
- 2. Bien
- 3. Mal
- 4. Muy Mal
- 8. No sabe
- 9. Se niega

Q2012

¿Cuál es la razón principal por la cual usted come frutas y vegetales? (INTERVIEWER: DO NOT READ SELECTIONS)

- 1. Disminuyen el riesgo de enfermedades
- 2. Reducción/control de peso
- 3. Cambio de estilo de vida (mudanza, casamiento, tener hijos)
- 4. Tratando de comer comidas más saludables
- 5. Disponibilidad
- 6. Agradable sabor
- 7. Mis hijos/la familia/los amigos quieren que lo haga
- 8. Es lo correcto
- 9. Dar el ejemplo para mi familia

10.	Otro, especifique	(ANSWER IN Q2012A)

88. No sabe (SKIP TO Q2014)

99. Se niega (SKIP TO Q2014)

Q2013

¿Cuál es la segunda razón por la que come frutas o vegeta	les? (INTERVIEWER:	DO NOT READ
SELECTIONS)		

- 1. Disminuyen el riesgo de enfermedad
- 2. Reducción/control de peso
- 3. Cambio de estilo de vida (mudanza, casamiento, tener hijos)
- 4. Tratando de comer comida más saludable
- 5. Disponibilidad
- 6. Agradable sabor
- 7. Mis hijos/familia/amigos quieren que lo haga
- 8. Es lo correcto
- 9. Dar el ejemplo para mi familia

10.	Otro, especifique	(ANSWER IN Q	2013A)

- 88. No sabe
- 99. Se niega

Q2014

¿Cuál es la razón principal por la cual no come MÁS frutas y vegetales? (INTERVIEWER: DO NOT READ SELECTIONS)

- 1. A los miembros de mi familia no les gustan las frutas ni los vegetales
- 2. Muy caros
- 3. Difícil de encontrar en las tiendas
- 4. Difícil de encontrar en el trabajo
- 5. No sé como se preparan
- 6. Demasiado difícil de preparar
- 7. Ya como lo suficiente
- 8. No tengo en casa
- 9. Otro, especifique _____ (ANSWER IN Q2014A)
- 88. No sabe (SKIP TO Q2016)
- 99. Se niega (SKIP TO Q2016)

Q2015

Т ¿Cua REA

	íl es otra razón por la cual usted no come MÁS frutas y vegetales? (INTERVIEWER: DO NO D SELECTIONS)		
1.	A los miembros de mi familia no les gustan las frutas ni los vegetales		
2.	Muy caros		
3.	Difícil de encontrar en las tiendas		
4.	Difícil de encontrar en el trabajo		
5.	No sé como se preparan		
6.	Demasiado difícil de preparar		
7.	Ya como lo suficiente		
8.	No tengo en casa		
9.	Otro, especifique (ANSWER IN Q2015A)		
10.	No sabe		
99.	Se niega		
)16			
ede 1	usted sobrepasar esos inconvenientes que no le permiten comer MÁS frutas y vegetales?		
1.	Sí		
2.	No		

Q20

- 8. No sabe
- 9. Se niega

Q2017

 $\ensuremath{\xi}$ Siente usted que puede comer MÁS frutas y vegetales si lo quisiera?

- 1. Sí
- 2. No
- 8. No sabe
- 10. Se niega

Q2018

¿Cuánto le gustaría comer MÁS frutas y vegetales?

- 1. Mucho
- 2. Un tanto
- 3. Un poco
- 4. Para nada
- 8. No sabe
- 9. Se niega

Ahora le voy a hacer algunas preguntas sobre el consumo de frutas y vegetales y el cáncer, enfermedades del corazón, y el sobrepeso. Por favor dejéme saber si usted está de acuerdo o en desacuerdo con las siguientes opiniones/afirmaciones.

Q2019

Lo que usted come o toma no hace mucha diferencia en las posibilidades de contraer cáncer. Usted diría que:

- 1. Está fuertemente de acuerdo
- 2. Está de acuerdo
- 3. Está en desacuerdo
- 4. Está fuertemente en desacuerdo
- 8. No sabe
- 9. Se niega

Q2020

Comer frutas y vegetales le ayudará a reducir los riesgos de contraer cáncer. Usted diría que:

- 1. Está fuertemente de acuerdo
- 2. Está de acuerdo
- 3. Está en desacuerdo
- 4. Está fuertemente en desacuerdo
- 8. No sabe
- 9. Se niega

Q2021

Comer frutas y vegetales le ayudará a reducir el riesgo de contraer enfermedades del corazón. Usted diría que:

- 1. Está fuertemente de acuerdo
- 2. Está de acuerdo
- 3. Está en desacuerdo
- 4. Está fuertemente en desacuerdo
- 8. No sabe
- 9. Se niega

Q2022

Comer frutas y vegetales le ayudará a reducir el riesgo de sobrepeso. Usted diría que:

- 1. Está fuertemente de acuerdo
- 2. Está de acuerdo
- 3. Está en desacuerdo
- 4. Está fuertemente en desacuerdo
- 8. No sabe
- 9. Se niega

Ahora le voy a preguntar sobre dos programas.

Q2023

¿Ha escuchado sobre el *Programa de Ciudadanos Saludables de Califonia (California Healthy Citizens Program)*?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2024

¿Ha escuchado sobre la Campaña 5 al Día de California (California 5 a Day Campaign)?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

TELEVISIÓN, RADIO, Y PRENSA IMPRESA

Ahora le voy a hacer unas preguntas a usted sobre cosas que ha visto en la televisión, cosas que ha escuchado en la radio, y cosas que ha leído en los periódicos y las revistas, y cosas que ha visto en carteleras/anuncios publicitarios y cartelones adentro de los autobuses.

Q2025

¿Durante los últimos 4 meses, ha visto visto un anuncio en la televisión mostrando a una niña y a una mujer saltando la soga?

1.	Sí
----	----

2.	No	(SKIP TO Q2027)
8.	No sabe	(SKIP TO Q2027)
9.	Se niega	(SKIP TO Q2027)

Q2026

¿Cuál era el mensaje principal del anuncio? (INTERVIEWER: DO NOT READ SELECTIONS)

- 1. Comer una alimentación saludable
- 2. Estar activo físicamente
- 3. Comer 5 o más porciones de frutas y vegetales al día
- 4. Las frutas y los vegetales son buenas para los niños
- 5. Es fácil comer frutas y vegetales
- 6. Las frutas y los vegetales tienen buen sabor
- 7. Las frutas y los vegetales dan energía
- 8. Las frutas y los vegetales son buenas para la salud
- 9. Tratarse bien a uno mismo
- 10. Sentirse bien sobre uno mismo
- 11. Otro, especifique _____ (ANSWER IN Q2026_OP)
- 88. No sabe
- 99. Se niega

Q2026a

¿Durante los últimos 4 meses, ha visto un anuncio de televisión acerca de comer frutas y vegetales 5 o más veces por día?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2027

¿Durante los últimos 4 meses, ha visto a alguna persona en los noticieros hablando acerca de comer 5 o más porciones de frutas y vegetales al día?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2028

¿Durante los últimos 4 meses, ha visto a alguna persona en un programa de cocina hablando acerca de comer 5 o más porciones de frutas y vegetales al día?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2029

¿Cree usted que es importante tener información acerca de comer frutas y vegetales en la televisión?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2030

¿Durante los últimos 4 meses, ha escuchado a una mujer en un anuncio de radio hablando acerca de comer 5 o más porciones de frutas y vegetales al día?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2031

¿Durante los últimos 4 meses, ha escuchado a una persona en un programa de radio hablando con un locutor o DJ acerca de comer 5 o más porciones de frutas y vegetales al día?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2032

¿Cree usted que es importante tener información acerca de comer frutas y vegetales en la radio?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2033

¿Durante los últimos 4 meses, ha leído algún artículo en los periódicos o lás revistas acerca de comer 5 porciones o más de frutas o vegetales al día?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2034

¿Creé usted que es importante tener información acerca de comer frutas y vegetales en artículos de periódicos o revistas?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2034a

¿Durante los últimos cuatro meses ha visto una cartelera/anuncio publicitario lleno de ilustraciones de frutas y vegetales, montada en una camioneta?

1. Sí

No (SKIP TO Q2035)
 No sabe (SKIP TO Q2035)
 Se niega (SKIP TO Q2035)

Q2034b

¿Cuál fue el mensaje principal de la cartelera/anuncio publicitario montada en la camioneta?

- 1. Coma un dieta sana
- 2. Coma frutas y vegetales
- 3. Coma 5 veces al día
- 4. Coma 5 veces al día para mejorar la salud
- 5. Coma frutas y vegetales 5 o más veces al día
- 6. Las frutas y los vegetales son buenos para usted
- 7. Trátese bien a usted mismo
- 8. Las frutas y los vegetales son coloridas
- 9. Las frutas y los vegetales tienen buen sabor
- 10. Las frutas y los vegetales lo sacián completamente
- 11. Otro, especifique (ANSWER IN Q2O34B_O)
- 12. No sabe
- 13. Se niega

Q2034c

¿Durante los últimos 4 meses, ha visto algun letrero dentro de los camiones acerca de comer frutas y vegetales?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

FESTIVALES

Ahora le voy a hacer unas preguntas acerca de festivales. Cuando digo festival, quiero decir cualquier encuentro cultural numeroso en su comunidad donde haya comida, entretenimiento, y puestos.

Q2035

¿Durante los últimos 4 meses, a cuántos festivales asistió en su comunidad?

1. Ninguno (SKIP TO Q2041)

- 2. Uno
- 3. Dos
- 4. Tres
- 5. Cuatro o más

8. No sabe (SKIP TO Q2041)

9. Se niega (SKIP TO Q2041)

Q2036

¿Visitó algun puesto de infomación o promoción en el festival?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2037

¿Visitó el puesto de 5 al Día (5 a Day) en el festival?

1. Sí

No (SKIP TO Q2041)
 No sabe (SKIP TO Q2041)
 Se niega (SKIP TO Q2041)

Q2038

¿Hizo girar la rueda de premios de frutas y vegetales en el puesto de 5 al Día (5 a Day)?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2039

¿En el puesto 5 al Día (5 a Day), recibió una bolsa de plástico con información acerca de comer frutas y vegetales?

1. Sí

No (SKIP TO Q2041)
 No sabe (SKIP TO Q2041)
 Se niega (SKIP TO Q2041)

Q2040

¿Utilizó la información más tarde?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2041

¿Usted creé que es importante tener información acerca de comer frutas y vegetales disponible en festivales?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

MERCADO AL AIRE LIBRE/MERCADO DE PULGAS

Ahora le voy a hacer a usted algunas preguntas acerca del mercado al aire libre, las pulgas, el "swap meet", y de las tiendas de comestibles.

Q2042

¿Durante los últimos 4 meses, cuántas veces ha ido al mercado al aire libre en su área?

- 0. Ninguna
- 1. Una vez
- 2. Dos veces
- 3. Tres veces
- 4. Cuatro o más veces [Sí responde cuatro veces o más, entrevistador pregunta: ¿Cuántas veces? (ANSWER IN Q2042A)]
- 8. No sabe
- 9. Se niega

Q2042b

¿Durante los últimos 4 meses, cuántas veces ha ido a las pulgas o el "swap meet" en su área?

- 1. Ninguna
- 2. Una vez
- 3. Dos veces
- 4. Tres veces
- 5. Cuatro veces o más [Sí responde cuatro veces o más, entrevistador pregunta: ¿Cuántas veces? (ANSWER IN Q2042B_O)]
- 8. No sabe
- 9. Se niega

(INTERVIEWER: IF ANSWERS TO BOTH 2042 AND 2042B ARE NONE, DON'T KNOW, OR REFUSED SKIP TO 2050)

Q2043

¿Visitó algun puesto informativo o de promoción en el mercado al aire libre, en las pulgas o el "swap meet"?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2044

¿Visitó el puesto 5 al Día (5 a Day) en el mercado al aire libre, en las pulgas o el "swap meet"?

- 1. Sí
- 2. No

(SKIP TO Q2050)

8. No sabe

(SKIP TO Q2050)

9. Se niega

(SKIP TO Q2050)

Q2045

¿Ha visto alguna demostración de comida en el puesto 5 al Día (5 a Day)?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2046

¿Comió comida preparada en el puesto 5 al Día (5 a Day)?

- 1. Sí
- 2. No

(SKIP TO Q2048)

8. No sabe

(SKIP TO Q2048)

9. Se niega

(SKIP TO Q2048)

Q2047

¿Le gustó a usted la comida que comió en el puesto 5 al Día (5 a Day)?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2048

¿En el puesto 5 al Día (5 a Day), recibió una bolsa de plástico con información acerca de comer frutas y vegetales?

- 1. Sí
- 2. No

(SKIP TO Q2050)

8. No sabe

(SKIP TO Q2050)

9. Se niega

(SKIP TO Q2050)

Q2049

¿Utilizó la información más tarde?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2050

¿Creé usted que es importante tener información acerca de comer frutas y vegetales disponible en el mercado al aire libre, en las pulgas o en el "swap meet"?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2051

¿Dónde compra la MAYORÍA de sus frutas y vegetales? (INTERVIEWER: DO NOT READ SELECTIONS)

- 1. Supermercado/tienda de comestibles
- 2. Mercado al aire libre
- 3. Las pulgas
- 4. Tiendita
- 5. Puesto de frutas y vegetales
- 6. Swap meet
- 7. Otro, especifique _____ (ANSWER IN Q2051A)
- 8. No sabe (SKIP TO Q2053)
- 9. Se niega (SKIP TO Q2053)

Q2052

¿Por qué compra la MAYORÍA de las frutas y vegetales en ______? (ANSWER TO Q2051 APPEARS HERE)

Q2052_1	Bajo costo
Q2052_2	Conveniente
Q2052_3	Calidad de frutas y vegetales
Q2052_4	Variedad de frutas y vegetales
Q2052_5	Ofrece muestras de frutas y vegetales
Q2052_6	Ofrece cupones para frutas y vegetales
Q2052_7	Tiene personal cortés
Q2052_8	Otro, especifique (ANSWER IN Q2052_OPN)
Q2052_9	No sabe
Q2052_10	Se niega

Q2052a

¿Durante los últimos 4 meses, vio algún letrero en la tienda de comestibles acerca de comer 5 porciones de frutas y vegetables al dia?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

Q2052b

¿Durante los últimos 4 meses, recibió gratis en la tienda un libro de cocina llamado "Recetas Latinas Preparadas Con Amor"?

- 1. Sí
- 2. No

(SKIP TO Q2053)

8. No sabe

(SKIP TO Q2053)

9. Se niega

(SKIP TO Q2053)

Q2052c

¿Ha usado usted el libro de cocina?

- 1. Sí
- 2. No
- 8. No sabe
- 9. Se niega

DATOS DEMOGRÁFICOS

Q2053

(Q878) Finalmente, quisiera hacerle unas preguntas acerca de usted.

¿Cuántos años cumplió?

INTERVIEWER: If older than 99 years, code as 99.

1.	Poner edad:	(ANSWER IN Q2053A)
8.	No sabe	

Q2054

(Q99_27) ¿Cuánto mide sin zapatos?

- 1. (poner estatura) _____ (ENTER FEET AND INCHES IN Q2054FT AND Q2054IN)
- 8. No sabe

9. Se niega

9. Se niega

Q2055	
(Q_99_	28) ¿Cuánto pesa?
1.	(poner peso en libras) (ENTER POUNDS IN Q2055LBS)
2.	(poner peso en kilos) (ENTER KILOGRAMS IN Q2055KG)
8.	No sabe
9.	Se niega
Q2056	
-	Le voy a hacer algunas preguntas sobre el idioma. ¿En general, cuál idioma lee y habla?
	RVIEWER: READ LIST)
1.	Solamente español
2.	Español mejor que inglés
3.	Los dos igualmente
4.	Inglés mejor que español
5.	Solamente inglés
9.	Se niega
Q2057	
	¿Cuál fue el idioma que utilizó cuando era niño? (INTERVIEWER: READ LIST)
1.	Solamente español
2.	Más español que inglés
3.	Los dos igualmente
4.	Más inglés que español
5.	Solamente inglés
9.	Se niega
Q2058	
	¿Cuál es el idioma que se habla generalmente en su casa? (INTERVIEWER: READ LIST)
1.	Solamente español
2.	Más español que inglés
3.	Los dos igualmente

4. Más inglés que español

5. Solamente inglés

9. Se niega

Q2059

(Q886) ¿En qué idioma piensa usted generalmente? (INTERVIEWER: READ LIST)

- 1. Solamente español
- 2. Más español que inglés
- 3. Los dos igualmente
- 4. Más inglés que español
- 5. Solamente inglés
- 9. Se niega

Q2060

(Q887) ¿Qué idioma habla con sus amigos? (INTERVIEWER: READ LIST)

- 1. Solamente español
- 2. Más español que inglés
- 3. Los dos igualmente
- 4. Más inglés que español
- 5. Solamente inglés
- 9. Se niega

Q2061

(Q889) ¿Cuál es el número total de personas incluyéndose a usted mismo que viven en su hogar?

1.	Escriba número:	(ANSWER IN Q2061A)
9.	Se negia	

Q2062

(Q896) ¿Cuál de las siguientes categorías describe mejor el ingreso anual de su hogar sumando todos los ingresas: menos de 10 mil dólares, 10 a 15 mil, 15 a 20 mil, 20 a 25 mil, 25 a 35 mil, 35 a 50 mil, 50 a 65 mil o más de 65 mil dólares?

- 1. Menos de \$10,000
- 2. \$10,000 a \$15,000
- 3. \$15,001 a \$20,000
- 4. \$20,001 a \$25,000
- 5. \$25,001 a \$35,000
- 6. \$35,001 a \$50,000

- 7. \$50,001 a \$65,000
- 8. Más de \$65,000
- 88. No sabe
- 99. Se niega

FIRST

Este es el final del cuestionario, pero para poderme comunicar con usted otra vez en cuatro meses me gustaría obtener alguna información sobre usted.

¿Me podría decir su nombre?

[INTERVIEWER: IF RESPONDENT REFUSES TO GIVE FIRST NAME, THEN ASK FOR

INITIAL OF FIRST NAME.]

(Note: If blank, then respondent refused to give information)

LASTNAME

;Y su apellido?

(Note: If blank, then respondent refused to give information)

ALTFONE

Hay algun otro número de teléfono donde nos podamos comunicar con usted en caso de que tengamos problemas para encontrarle en éste mismo número?

THANK

Muchas gracias. Estas son todas las preguntas que tengo. Apreciamos su ayuda y el tiempo que nos ha brindado. Me gustaría recordarle que nos vamos a comunicar con usted otra vez en cuatro meses aproximadamente para hacerle una segunda entrevista y para que reciba su pequeño regalo.

Adiós!

LANGUAGE

Was this interview done in English or Spanish?

- 1. English
- 2. Spanish

LANG Programming code for language used to determine language used at end of

interview (used to determine Spanish/English completes)

1.English

2.Spanish

SMP_ADD Address of record per sample database

SMP_CITY City of record per sample database

SMP_STAT State of record per sample database

SMP_ZIP Zip code of record per sample database

PHONE Phone number of record per sample database used to contact respondent

AREA Study area based on zip code of record per sample database

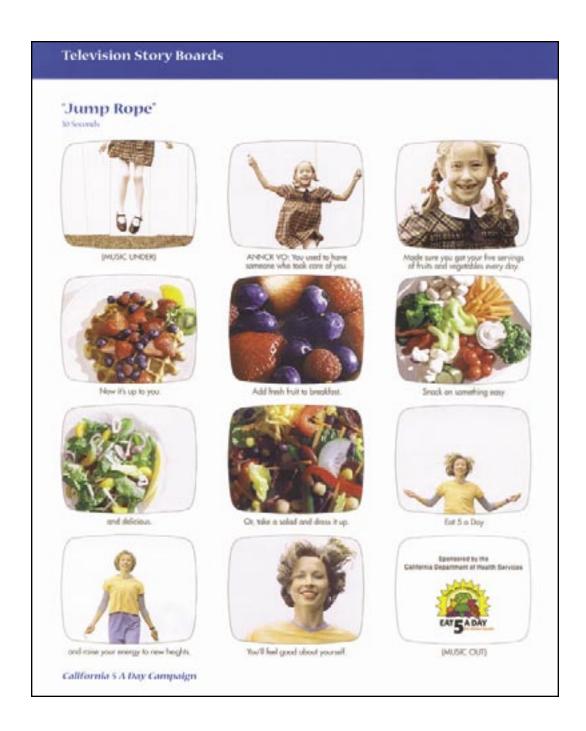
1. Fresno

2. Riverside (R/SB)

3. San Bernardino (R/SB)

INTDATE Date of Interview

APPENDIX C



APPENDIX C

California Latino 5 a Day Campaign

Radio Scripts

:60 Seconds

"Jump Rope"

FEMALE ANNOUNCER:

Remember when you were just a kid and had someone who took care of you. Made sure you got your 5 servings of fruits and vegetables every day to help you grow healthy and strong. Now that you are all grown up it's up to you. Be good to yourself. Add fresh fruit to breakfast. Snack on something easy and delicious, take a salad and dress it up or have a glass of 100% juice.

Eat 5 a Day. You'll feel good about yourself, reduce the risk of many health problems and best of all, by eating 5 a Day everyday, you'll raise your energy to new heights. Like when you were just a kid.

TAG:

Brought to you by the California Department of Health Services.

:30 Seconds

"Jump Rope"

FEMALE ANNOUNCER:

You used to have someone who took care of you. Made sure you got your 5 servings of fruits and vegetables everyday. Now it's up to you. Add fresh fruit to breakfast. Snack on something easy and delicious. Or take a salad and dress it up.

Eat 5 a Day and raise your energy to new heights. You'll feel good about yourself.

TAG:

Brought to you by the California Department of Health Services.

APPENDIX C

California Latino 5 a Day Campaign Flight Schedule for Radio and Television Advertisments

Fresno Media Market June - September 2000

1	NOI
25	5 12 19 26 3 10 17 24 31
56 56 56 55	25 25
56 56 56 56 57	
56 56 56 55	PSA schedule pending on script
56 56 56 55	
56 56 56 55 58	
	55 55 56 56 56 56
*6 *5	
66 66 66 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	
66 66 66 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	
66 66 66 66 6 6 6 6 6 6	
*3 *3 *3 *3 *3 *6 *8 *8 *8 *8 *8 *8 *8 *8 *8 *8 *8 *8 *8	9 99 99 99 99
*3 *3 *3 *3 *3	
5 5 25 25	*3 *3 *3
5 5 25 25 25	
*12 *11 *12 *1	25 25 25
*12 *11 *12 *1	
	*1 *10 *10

* PSA schedule numbers indicate units, paid schedule is in TRPs

Paid Schedule

PSA Schedule

APPENDIX D

5 a Day Mobile Billboard





June 19, 2000

«FIRST_NAME» «LAST_NAME» «TITLE» «OUTLET» «ADDRESS» «CITY», «STATE» «ZIP»

Dear M/M «LAST_NAME»:

California is in the midst of a new public health crisis! One-half of California adults are classified as overweight or at risk for overweight, according to the Behavioral Factor Survey, an ongoing survey of more than 4,000 California adults. The Latino community is not immune to this trend, as approximately 60% of California Latinos are overweight. This dangerous precedent puts Latinos at a significantly higher risk for developing major chronic diseases like diabetes, heart disease and stroke.

A coalition of health organizations lead by the Public Health Institute is launching a statewide media campaign to share with viewers/listeners/readers the impact on the long-term health of our Latino community. We are working with a group of bilingual nutritionists and health experts to encourage Latinos to eat a healthy diet, exercise regularly and emphasize the importance of eating 5 servings of fruits and vegetables every day.

Our team of bilingual nutrition and health professionals are prepared to offer you the following:

- · Discuss the significance of obesity rates in our community
- Reinforce how dietary practices impact the health of Latino families
- Conduct a food demonstration to show your audience how to prepare low cost, quick and nutritious Latino foods
- · Participate in panel discussions
- · Provide educational materials, recipes about healthy eating and more

Our team of experts is available for interview opportunities from June 13 to July 15, 2000. We will call you in the next couple of days to schedule an interview with one or more of our bilingual spokespeople. In the meantime, if you have any questions, please call Albert Proctor or Norma Pérez at (626) 793-9335.

Thank you in advance for your commitment to improving the health of Latino families in your community.

Sincerely,

Desiree Backman, Dr. P.H., M.S. California 5 a Day Campaign

Rosie Sotelo Armijo California 5 a Day Campaign

June 19, 2000

«FIRST_NAME» «LAST_NAME» «TITLE» «OUTLET» «ADDRESS» «CITY», «STATE» «ZIP»

Querido amigo de la prensa,

¡California está atravesando una nueva crisis de salud! De acuerdo al Behavioral Factor Survey, un estudio en curso que se realiza anualmente a más de 4,000 personas mayores de 18 años que viven en California, la mitad de los adultos del estado tienen problemas de sobrepeso o están en alto riesgo de tenerlos. La comunidad latina no es inmune a esta tendencia, ya que aproximadamente el 60% de los latinos que viven en California tienen sobrepeso. Este peligroso precedente pone a los latinos en un considerable riesgo de desarrollar serias enfermedades crónicas como diabetes, problemas del corazón y derrames cerebrales.

Una coalición de organizaciones de la salud lideradas por el Instituto de Salud Pública está lanzando una campaña a nivel estatal para educar al público acerca del impacto de esta problemática en la salud de nuestra comunidad latina. Estamos trabajando con un grupo de nutricionistas y expertos de la salud bilingües para motivar a los latinos a que se alimenten con una dieta saludable y realicen ejercicio regularmente, además de destacar la importancia de comer 5 porciones de frutas y vegetales todos los días.

Nuestro equipo de profesionales bilingües de la nutrición y la salud están capacitados para:

- · Discutir la trascendencia de la tasa de obesidad en nuestra comunidad
- Enfatizar cómo una dieta balanceada impacta en la salud de las familias latinas.
- Realizar una demostración para enseñar a su audiencia cómo preparar comidas latinas económicas, rápidas y nutritivas.
- Participar en discusiones o paneles.
- Proveer materiales educativos, recetas de comidas saludables y mucho más

Nuestro equipo de expertos está disponible para realizar entrevistas del 13 de junio al 15 de julio, 2000. En los próximos días nos comunicaremos con usted para programar una entrevista con nuestros voceros bilingües. Mientras tanto, si tiene alguna pregunta comuníquese con Albert Proctor o Norma Pérez al (626) 793-9335.

Desde ya le agradecemos su empeño en ayudar a mejorar la salud de las familias latinas de su comunidad.

Atentamente,

Desiree Backman, Dr. P.H., M.S. Campaña 5 al Día en California

Rosie Sotelo Armijo Campaña 5 al Día en California

August 9, 2000

```
«FIRST_NAME» «LAST_NAME»
«TITLE»
«OUTLET»
«ADDRESS»
«CITY», «STATE» «ZIP»
```

Dear M/M «LAST NAME»:

It's that time of year again, when parents are preparing their children to go back to school. Back-to-school is more than getting new clothes and school supplies. It's about promoting healthy eating habits for children as well.

Ongoing efforts in Fresno County by the *California Latino 5 a Day Campaign* are underway to help promote healthy eating habits during the Back-to-School season. According to recent studies, Latino children are at high risk of being overweight and of developing chronic illnesses due to poor eating habits. Eating the recommended 5 servings or more of fruits and vegetables every day equips Latino children for a healthier tomorrow.

The *California Latino 5 a Day Campaign* is launching an August media campaign in Fresno County to share with you and your audience the impact on the long-term health of our Latino community. We are working with a group of bilingual nutritionists and health experts to encourage Latinos to eat a healthy diet, exercise regularly and emphasize the importance of eating 5 servings of fruits and vegetables every day.

Our team of bilingual nutrition and health professionals can offer expert advice on the following:

Back-to-School

- · Health and nutrition for kids
- Tips for parents on how to encourage their children to make the right food choices in their diet
- Conduct food demonstrations to show parents how to prepare low cost, quick and nutritious foods their children will enjoy

Latino Health Issue

- The benefits of eating 5 or more servings of fruits and vegetables
- Discuss barriers to why Latino families are not eating healthy
- · Provide educational materials, recipes about healthy eating and more

Our team of experts is available for interview opportunities from August 1-31, 2000. A member of our staff will call you in the next couple of days to schedule an interview with one or more of our bilingual spokespeople. In the meantime, if you have any questions, please call Albert Proctor or Norma Pérez at (626) 793-9335.

Thank you for improving the health of Latino families in the Fresno community.

Sincerely,

9 de agosto, 2000

«FIRST_NAME» «LAST_NAME» «TITLE» «OUTLET» «ADDRESS» «CITY», «STATE» «ZIP»

Estimado/a «LAST NAME»:

Llegó el momento en el que los padres están preparando a sus hijos para volver a la escuela. El comienzo de las clases abarca más que simplemente comprar ropa nueva y útiles escolares. Es el momento ideal para promover entre los niños los hábitos alimenticios saludables.

Actualmente, la *Campaña Latina 5 al Día de California* está trabajando intensamente en el condado de Fresno para promover los hábitos alimenticios saludables antes del comienzo de las clases. Según recientes estudios, los niños latinos están en alto riesgo de tener sobrepeso y de desarrollar enfermedades crónicas debido a los malos hábitos alimenticios. Al comer las recomendadas 5 porciones o más de frutas y vegetales al día, los niños latinos estarán equipados para un futuro más saludable.

La Campaña Latina 5 al Día de California está lanzando una iniciativa en los medios de comunicación del condado de Fresno para compartir con usted y su audiencia el impacto en la salud a largo plazo de nuestra comunidad latina. Estamos trabajando con un grupo de nutricionistas y expertos de la salud bilingües para motivar a los latinos a tener una alimentación saludable, hacer por lo menos 30 minutos de actividad física en forma regular y acentuar la importancia de consumir las 5 porciones de frutas y vegetales al día.

Nuestro equipo de nutricionistas y profesionales de la salud bilingües puede ofrecer expertos consejos en lo siguiente:

Comienzo de Clases

- · Salud y nutrición jovenile
- · Consejos para que los padres motiven a sus hijos a elegir comidas saludables
- Realizar demostraciones de cocina para enseñar a los padres de familia cómo preparar platillos económicos, rápidos y nutritivos que sus hijos disfrutarán

Asuntos de la Salud de los Latinos

- Los beneficios de comer las 5 o más porciones de frutas y vegetales
- Discutir los obstáculos por los cuales los latinos no comen saludablemente
- Proveer materiales educativos, recetas saludables y mucho más

Nuestro equipo de expertos está disponible para realizar entrevistas el mes de agosto, 2000. En los próximos días, nos comunicaremos con usted para programar una entrevista con uno o varios de nuestros voceros bilingües. Mientras tanto, si tiene alguna pregunta comuníquese con Albert Proctor o Norma Pérez al (626) 793-9335.

Le agradecemos su empeño en ayudar a mejorar la salud de las familias latinas de la comunidad de Fresno.

Atentamente, 129

California Latino 5 a Day Campaign Fresno Media Tour June - July 2000

	SPOKESPERSON	INTERVIEW DATE & TIME	OUTLET	FORMAT	AIR DATE & TIME	LENGTH	LANGUAGE	REGION	MEDIA MARKET	CONTACT PERSON
-	Eustolia Torres	6/06 @ 11 AM	KMSG-TV, CH 59 Telemundo	Food Demo Television	6/10 @ 7 AM	7 Min.	Spanish	Fresno	Fresno	Basilio Maciel
2	Maria Cruz- Pascasio	6/14 @ 11 AM	KIOO-Q97.1 FM	Q&A	6/16 @ 5:45 PM	15 Min.	English	Fresno	Fresno	Marina Huizar
3	Maria Cruz- Pascasio	6/14 @ 11 AM	KIOO-Q97.1 FM	Q&A	6/17 @ 6:45 AM	15 Min.	English	Fresno	Fresno	Marina Huizar
4	Eustolia Torres	6/15 @ 10 AM	KOQO-101.9 FM Super Q	Q & A Live	6/15 @ 10 AM	15 Min.	English	Fresno	Fresno	Steve Berra
5	Maria Cruz- Pascacio	6/19 @ 1 PM	KGST-AM	Q & A Live	6/19 @ 1 PM	30 Min.	English	Fresno	Fresno	Stella Romo
9	Maria Cruz- Pascacio	6/19 @ 1 PM	KGST-AM	Q & A Live Rebroadcast	6/25 @ 6 AM	30 Min.	English	Fresno	Fresno	Stella Romo
7	Maria Cruz- Pascacio	6/19 @ 1 PM	KLBN- 105.1 FM	Q & A Live	6/19 @ 1 PM	30 Min.	English	Fresno	Fresno	Stella Romo
8	Maria Cruz- Pascacio	6/19 @ 1 PM	KLBN- 105.1 FM	Q & A Live Rebroadcast	6/25 @ 6 AM	30 Min.	English	Fresno	Fresno	Stella Romo
6	Coty Curtis	6/23 @ 11 AM	KOOR-790 AM Radio Ranchito	Q & A Live	6/23 @ 11 AM	15 Min.	English	Fresno	Fresno	Steve Berra
10	Socorro Lopez Hanson	7/03 @ 10 AM	KGZO- 90.9 FM Nueva Vida	Q & A Live	7/03 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Cabalerro
11	Socorro Lopez Hanson	7/03 @ 10 AM	KMRO- 90.3 FM Nueva Vida	Q & A Live	7/03 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Cabalerro
12	Socorro Lopez Hanson	7/03 @ 10 AM	95.9 FM Nueva Vida	Q & A Live	7/03 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Cabalerro
13	Socorro Lopez Hanson	7/03 @ 10 AM	KEYQ-980 AM Nueva Vida	Q & A Live	7/03 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Cabalerro

14	Socorro Lopez Hanson	7/03 @ 10 AM	Soleda Radio 90.9 FM Nueva Vida	Q & A Live	7/03 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Cabalerro
15	Ron Fenton	7/06 @ 1 PM	KGEN-FM Radio La Gordita Musical	Q&ALive	7/06 @ 1 PM	4-5 Min.	Spanish	Fresno	Fresno	Margarita Hernandez
16	Ron Fenton	7/06 @ 1 PM	KGEN-AM Radio La Gordita Musical	Q & A Live	7/6 @ 1 PM	4-5 Min.	Spanish	Fresno	Fresno	Margarita Hernandez
17	Maria Cruz Pascacio	7/06 @ 2:30 PM	KFTV-TV, CH 21 Univision	Food Demo	7/07 @ 6 PM	10 Min.	Spanish	Fresno	Fresno	Lupita Ruiz
18	Maria Cruz- Pascasio	7/10 @ 5 PM	KAAT 103.1 AM FRESNO	Q&ALive	7/10 @ 5 PM	15 Min.	English	Fresno	Fresno	Tammy Underwood
19	Maria Cruz- Pascasio	7/10 @ 5 PM	KTNS 104.3 AM OAKHURST	Q&ALive	7/10 @ 5 PM	15 Min.	English	Fresno	Fresno	Tammy Underwood
20	Coty Curtis	7/11 @ 11 AM	KRNC-106 FM Romance	Q & A Live	7/11 @ 11 AM	1 Hr.	English	Fresno	Fresno	Steve Berra
21	Maria Cruz Pascacio	7/20 @ 1 PM	KGEN-AM Radio La Gordita Musical	Q&ALive	7/20 @ 1 PM	4-5 Min.	Spanish	Fresno	Fresno	Margarita Hernandez
22	Maria Cruz Pascacio	7/20 @ 1 PM	KGEN-FM Radio La Gordita Musical	Q&ALive	7/20 @ 1 PM	4-5 Min.	Spanish	Fresno	Fresno	Margarita Hernandez

California Latino 5 a Day Campaign Fresno Media Tour August - September 2000

		INTERVIEW			ATR DATE				MEDIA	CONTACT
	SPOKESPERSON	DATE/TIME	OUTLET	FORMAT	& TIME	LENGTH	LANGUAGE	REGION	MARKET	PERSON
1	Maria Cruz Pascacio	8/01 @ 1 PM	KGEN-AM Radio La Gordita Musical	Q & A Live	8/01 @ 1 PM	4 - 5 Min. Section	Spanish	Fresno	Fresno	Margarita Hernandez
2	Maria Cruz Pascacio	8/01 @ 1 PM	KGEN-FM Radio La Gordita Musical	Q & A Live	8/01 @ 1 PM	4 - 5 Min. Section	Spanish	Fresno	Fresno	Margarita Hernandez
3	Socorro Lopez Hanson	8/14 @ 10 AM	KGZO Radio 90.9 FM Nueva Vida	Q & A Live	8/14 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Caballeros
4	Socorro Lopez Hanson	8/14 @ 10 AM	KMRO Radio 90.3 FM Nueva Vida	Q & A Live	8/14 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Caballeros
2	Socorro Lopez Hanson	8/14 @ 10 AM	95.5 FM Nueva Vida	Q & A Live	8/14 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Caballeros
9	Socorro Lopez Hanson	8/14 @ 10 AM	Soledad Radio 90.9 FM Nueva Vida	Q & A Live	8/14 @ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Caballeros
7	Socorro Lopez Hanson	8/14 @ 10 AM	KEYQ 980 AM Nueva Vida	Q & A Live	8/14@ 10 AM	30 Min.	Spanish	Fresno	Fresno	Pepe Caballeros
8	Maria Cruz Pascacio	8/15 @ 10 AM	KJEO-TV, CH 47 CBS	Food Demo	8/15@ 10 AM	8 Min.	English	Fresno	Fresno	Lucy Ruiz
6	Maria Cruz Pascacio	8/15 @ 10 AM	KJEO-TV, CH 47 CBS	Food Demo	8/20 @ 5:30 PM	8 Min.	English	Fresno	Fresno	Lucy Ruiz
10	10 Maria Cruz Pascacio	8/15 @ 2:30 PM	KFTV-TV, CH 21 Univision	Food Demo	8/20 @ 7 AM	10 Min.	Spanish	Fresno	Fresno	Samuel Velite/ Lupita Lomeli

California Latino 5 a Day Campaign Fresno Media Tour August - September 2000

		INTERVIEW			AIR DATE				MEDIA	CONTACT
	SPOKESPERSON	DATE/TIME	OUTLET	FORMAT	& TIME	LENGTH	LENGTH LANGUAGE REGION	REGION	MARKET	PERSON
11	11 Maria Cruz Pascacio	9/04 @ 5:15 AM	KSEE-TV, CH 24 NBC	Q & A Live	9/04 @ 5:15 AM	10 Min.	English	Fresno	Fresno	Ron Gardener
12	Lupe Covarrubias & Josie Yepes	9/05 @ 10 AM	KSJV-FM 91.5 FM Radio Bilingüe	Q&A Live	9/05 @ 10 AM	10 Min.	Spanish	Fresno	Fresno	Delia Saldivar
13	13 Maria Pascacio	9/26 @ 11:30 AM	KMSG-TV, CH 59 Telemundo	Food Demo	9/30 @ 10 AM	7 Min.	Spanish	Fresno	Fresno	Jennifer Rogers
14	14 Coty Curtis	9/2 <i>7 @</i> 6 PM	KQEQ 1210 AM Q & A Record	Q & A Recorded	9/28 @ 8 AM	10 Min	Spanish	Fresno	Fresno	Al Pérez
15	Coty Curtis	9/2 <i>7 @</i> 6 PM	KXQX 102.3 FM	Q & A Recorded	9/28 @ 8 AM	10 Min	Spanish	Fresno	Fresno	Al Pérez
16	16 Maria Cruz Pascacio	9/28 @ 1:45 PM	KTRB News radio 860 AM	Q & A Live Over the phone	9/28 @ 1:45 PM	5 Min.	English	Fresno	Fresno	Janet Stoll
17	17 Maria Cruz Pascacio	9/28 @ 1:45 PM	KMPH News radio 1075 FM	Q & A Live Over the phone	9/28 @ 1:45 PM	5 Min.	English	Fresno	Fresno	Janet Stoll

APPENDIX F

California Latino 5 a Day Campaign 2000 Festival Program Fresno, California

Market	Date 2000	Event Name/ Location	Attend	Organization	Contact	Community Health Leaders Available for Festival Program
Fresno	Sunday, 6/04 Great Taco Festival (Telemund Downtown Water Tow	Great Taco Festival (Telemundo) Downtown Water Tower	12,000 -	KMSG Channel 59 706 West Herndon Avenue Fresno, CA 93650	Jim Fernandez	Eustolia Torres, Jamie Torres, Ron Fenton, Coty Curtis, Beth Arrindell, Patricia Lujan, Yolanda Lopez, Maria Cruz Pascacio
Fresno	Sunday, 7/16	Sunday, 7/16 Selma Dia de la Familia Festival	10,000	KGST 1600 AM La Mexicana KLBN- FM La Buena		Eustolia Torres, Coty Curtis, Pat Lujan, Beth Arindel Jaime Torres, Josie Yepez
Fresno	Sunday, 8/20	Sanger Dia de la Familia	10,000	KGST 1600 AM La Mexicana KLBN- FM La Buena		Beth Arrindell, Patricia Lujan, Ron Fenton, Coty Curtis, Eustolia Torres
Fresno	Sun day, 9/03	16 de Septiembre "La Buena Anniversary Concert"	8,000	Univision	Verónica Flores	Maria Cruz Pascacio, Pat Lujan, Rebecca Morales
Fresno	Sunday, 9/10 Madera Fair	Madera Fair	Not Available	Not La Buena 1110 Available East Olive Avenue Fresno, CA 93728	Emily Cabrera	Rebecca Morales, Jaime Torres, Carmen Lucero, Coty Curtis, Eustolia Torres
Fresno	Sunday, 9/17	16 de Septiembre Fresno District Fairgrounds	25,000	KOQO/KRNC/ KOOR P.O. Box 9420 Fresno, CA 93792-9420	Maricela Daniels	Carmen Lucero, Maria Cruz Pacacio, Eustolia Torres, Yolanda Lopez, Rebecca Morales

APPENDIX F

California Latino 5 a Day Campaign

Festival Program

Goodie Bag Items

- 5 a Day plastic bag
- "Help Kids Eat Fruits and Vegetables" brochure
- 5 a Day shopping notepad
- 5 a Day bingo game

Promotional Items

- 5 a Day t-shirt
- 5 a Day totebag
- 5 a Day apron
- "Healthy Latino Recipes Made with Love" cookbook
- 5 a Day lunch cooler
- "Kids... Get Cooking'!" cookbook

APPENDIX F

Festivals





Yolanda Lopez, Patricia Lujan, Coty Curtis Patricia Lujan, Maria Cruz Pascacio, Eustolia Torres, Jaime Torres, Beth Coty Curtis, Maria Cruz Pascacio, Arrindell, Yolanda Lopez, Patricia Eustolia Torres, Coty Curtis, Ron Fenton, Beth Arrindell Eustolia Torres, Maria Cruz Pascacio, Jaime Torres, Yolanda Lopez, Patricia Luja Eustolia Torres, Beth Arrindell, Coty Curtis, Carmen Lucero Esmeralda Robles, Maria Cruz Pascacio, Patricia Lujan Eustolia Torres, Jaime Torres, Community Health Leaders Eustolia Torres, Jaime Torres, Eustolia Torres, Jaime Torres, Eustolia Torres, Jaime Torres, Available for Farmers/Flea Market Program Patricia Lujan Beth Arrindell Lujan Mountain View Avenue, Selma, Mountain View Cherry, Fresno, Cherry, Fresno, Cherry, Fresno, Cherry, Fresno, Cherry, Fresno, Cherry, Fresno, Avenue, Selma, 4640 South 4640 South 4640 South 4640 South 10951 East 4640 South 4640 South CA 93662 CA 93706 CA 93706 10951 East CA 93662 CA 93706 CA 93706 CA 93706 CA 93706 Address Neil Burson Neil Burson Neil Burson Neil Burson Neil Burson Neil Burson Dzerigian Dzerigian Contact Aram Aram 10:00 A.M. -5:00 P.M. 10:00 A.M. -5:00 P.M. 10:00 A.M. -5:00 P.M. 10:00 A.M. -5:00 P.M. 10:00 A.M. -10:00 A.M. -10:00 A.M. -8:00 A.M. 5:00 P.M. 5:00 P.M. 5:00 P.M. 5:00 P.M. Time Saturday, 6/24/00 Saturday, 7/22/00 Saturday, 7/29/00 Saturday, 8/05/00 Saturday, 8/12/00 Saturday, Sunday, 7/30/00 Sunday, 8/06/00 6/10/00 Date Cherry Auction Cherry Auction Cherry Auction Cherry Auction Cherry Auction Cherry Auction Selma Flea Selma Flea FM Name Market Market 2 - Fresno 3 - Fresno 4 - Fresno 6 - Fresno 8 - Fresno 1 - Fresno 5 - Selma AUGUST 7 - Selma Market JUNE JULY

California Latino 5 a Day Campaign 2000 Farmers'/Flea Market Program

California Latino 5 a Day Campaign 2000 Farmers'/Flea Market Program

			Ě			Community Health Leaders Available for Farmers'/Flea
AUGUST	FIN MAINE	Date	TIME	Comtact	Addices	Mai Net F 10grain
9 - Selma	Selma Flea Market	Sunday, 8/13/00	10:00 A.M 5:00 P.M.	Aram Dzerigian	10951 East Mountain View Avenue, Selma, CA 93662	Rebecca Morales, Patricia Lujan, Coty Curtis, Eustolia Torres
10 - Fresno	Cherry Auction	Saturday, 8/19/00	10:00 A.M 5:00 P.M.	Neil Burson	4640 South Cherry, Fresno, CA 93706	Pat Lujan, Eustolia Torres, Maria Cruz Pascacio, Carmen Lucero, Jaime Torres
11 - Fresno	Cherry Auction	Saturday, 8/26/00	10:00 A.M 5:00 P.M.	Neil Burson	4640 South Cherry, Fresno, CA 93706	Marie Cruz Pascacio, Yolanda Lopez, Coty Curtis, Eustolia Torres, Jaime Torres
12 - Selma	Selma Flea Market	Sunday, 8/27/00	10:00 A.M 5:00 P.M.	Aram Dzerigian	10951 East Mountain View Avenue, Selma, CA 93662	Carmen Lucero, Beth Arrindell, Patricia Lujan, Rebecca Morales, Eustolia Torres
SEPTEMBER						
13 - Fresno	Cherry Auction	Saturday, 9/02/00	8:00 A.M 5:00 P.M.	Neil Burson	4640 South Cherry, Fresno, CA 93706	Eustolia Torres, Jaime Torres, Carmen Lucero, Maria-Cruz Pascacio
14 - Fresno	Cherry Auction	Saturday, 9/09/00	8:00 A.M 5:00 P.M.	Neil Burson	4640 South Cherry, Fresno, CA 93706	Jaime Torres, Eustolia Torres, Carmen Lucero, Coty Curtis
15 - Fresno	Cherry Auction	Saturday, 9/16/00	8:00 A.M 5:00 P.M.	Neil Burson	4640 South Cherry, Fresno, CA 93706	Patricia Lujan, Jaime Torres, Eustolia Torres, Coty Curtis, Beth Arrindell
16 - Selma	Selma Flea Market	Sunday, 9/24/00	10:00 A.M 5:00 P.M.	Aram Dzerigian	10951 East Mountain View Avenue, Selma, CA 93662	Eustolia Torres, Jaime Torres, Rebecca Morales, Beth Arrindell, Patricia Lujan
17 - Fresno	Cherry Auction	Saturday, 9/30/00	8:00 A.M 5:00 P.M.	Neil Burson	4640 South Cherry, Fresno, CA 93706	Eustolia Torres, Jaime Torres, Patricia Lujan, Carmen Lurcero, Beth Arrindell

California Latino 5 a Day Campaign

Farmers'/Flea Market Program

Goodie Bag Items

- 5 a Day plastic bag
- "Help Kids Eat Fruits and Vegetables" brochure
- 5 a Day shopping notepad
- 5 a Day key chain
- 5 a Day bingo game
- "Healthy Latino Recipes Made with Love" cookbook

Promotional Items

- 5 a Day t-shirt
- 5 a Day totebag
- 5 a Day apron
- 5 a Day lunch cooler
- "Kids... Get Cookin'!" cookbook

Farmers'/Flea Markets





APPENDIX H

California Latino 5 a Day Campaign Grocery Stores

June – September 2000

No.	Store Name	Address	City
1	A & P Market	3654 E. Olive St.	Fresno
2	Azteca 99	1445 E. Belmont	Fresno
3	B & G Food Market	4202 E. Kings Canyon Rd.	Fresno
4	Bag O Bag Market	4205 E. Olive	Fresno
5	Belmont Market	4592 E. Belmont	Fresno
6	Belmont U Save	3639 E. Belmont	Fresno
7	Big K-Mart	4987 E. Kings Canyon Rd.	Fresno
8	Blancos Bakery	3541 E. Ventura	Fresno
9	Bob's Country Store	7064 E. Belmont	Fresno
10	Carniceria Sanchez	1512 Tulare	Fresno
11	Central Fish Co.	1535 Kern St.	Fresno
12	Church Market	4620 E. Church	Fresno
13	CM Market	1105 E.Butler Ave.	Fresno
14	Country Corner Market	11024 S. Fowler	Selma
15	Country Cousin Market	4594 E. Olive	Fresno
16	Economy Market	2507 Nebraska St.	Selma
17	El Mercado Las Nieves	4220 E. Church	Fresno
18	Fat Boy Market	1804 N. Cedar	Fresno
19	Food 4 Less	4590 N. First St.	Fresno
20	Food 4 Less	1177 Fresno St.	Fresno
21	Food 4 Less	1355 E. Shaw	Clovis
22	Food 4 Less - Selma	2819 Highland Ave.	Selma
23	Food Max	4970 E. Kings Canyon	Fresno
24	Food Max	3241 W. Shaw	Fresno
25	Food Max	5422 N. Blackstone Ave.	Fresno
26	Foodland	741 E. Barstow Ave.	Fresno
27	Foodland #2	1405 W. Shields	Fresno
28	Foodland #3	5175 E. Belmont	Fresno
29	Freeway Food Center	2345 Whitson Ave	Selma
30	Fresno Community Market	294 N. Fresno St.	Fresno
31	Fresno Mini Market	3702 E. Ventura	Fresno
32	Gateway Market	518 S. Gateway	Madera

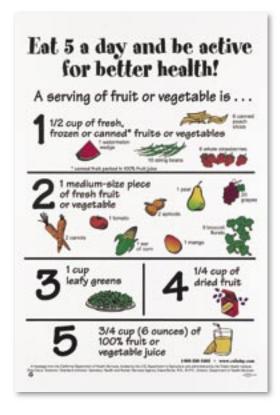
APPENDIX H

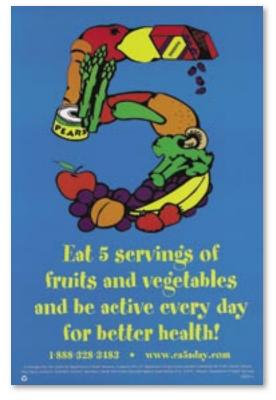
33	H. M. Mugali's Market	178 N. Blackstone	Fresno
34	Handi Stop Market	4206 E. White St.	Fresno
35	Hanoians Market	1439 S. Cedar Ave.	Fresno
36	KC Super Market	4905 E. Kings Cyn Rd. Ste. 101	Fresno
37	La Vaquita	4633 E. Kings Canyon Rd.	Fresno
38	Lewis Food Market	2301 Lewis Ave.	Fresno
39	Loring Farms	420 West Shaw Ave. (Maroa & Shaw)	Fresno
40	Madera Ranchos Market	37405 Ave 12	Madera
41	Mani Market	3724 Olive St.	Fresno
42	Mearl's Grocery	13384 Rd 29	Madera
43	Mercado Latino	1435 Fresno St.	Fresno
44	Monif Market	65 North Fulton	Fresno
45	National Market	`	Fresno
46	One Stop Food Mart	2521 Whitson Ave.	Selma
47	RG's Market	3919 Belmont	Fresno
48	Save Mart #34	4831 E. Butler Ave.	Fresno
49	Save Mart #376	1143 Country Club Dr.	Madera
50	Save Mart #54	2066 West Bullard	Fresno
51	Save Mart #58	2859 Whitson Ave.	Selma
52	Selma Cost Less Market	2446 McCall Ave.	Selma
53	Smart and Final	5700 Blackstone Ave.	Fresno
54	Smart and Final #328	631 H St.	Fresno
55	Starfish Co.	3155 E. Belmont	Fresno
56	Sun Lite Market	4718 Kings Canyon Rd.	Fresno
57	Super Save Market	823 E. Cleveland Ave	Madera
58	Torri Market	1426 Grove St.	Selma
59	Town and Country	3736 McCall Ave.	Selma
60	Ventura Supermarket	3232 E. Ventura	Fresno
61	Von's Maket #2187	3190 E. Tulare St.	Fresno

Point-of-Sale Materials











For more information,

visit us at www.ca5aday.com or call (916) 449-5400.

Mailing address:

Program.

California Latino 5 a Day Campaign
California Department of Heath Services
Chronic Disease and Injury Control/
Cancer Prevention and Nutrition Section
PO Box 997413, MS 7204
Sacramento, CA 95899-7413

in cooperation with the National 5 A Day

Funding for the study was provided by a grant from the National Cancer Institute and the Centers for Disease Control and Prevention. Funding for the interventions was provided by The California Endowment and the United States Department of Agriculture Food Stamp Program, an equal opportunity provider and employer, helping limited income Californians buy more nutritious foods for a healthier diet.









